



# VOLUME 7 **PUBLIC INVOLVEMENT SUMMARY**



Milwaukee County **North-South**  
Transit Enhancement Study

**SOUTHEASTERN WISCONSIN  
REGIONAL PLANNING COMMISSION**

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Robert W. Pitts  
Vacant

**RACINE COUNTY**

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James A. Ladwig  
Peggy L. Shumway

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*Vice-Chairman*  
Dewayne J. Johnson

**PROJECT MANAGEMENT TEAM**

**MILWAUKEE COUNTY DEPARTMENT  
OF TRANSPORTATION**

Donna Brown-Martin, *Director*

Julie Esch, *Deputy Director*

John Rodgers, *Senior Manager Grants Compliance*

Jeff Sponcia, *Transportation Program  
Planning Manager*

**MILWAUKEE COUNTY TRANSIT SYSTEM**

Denise Wandke, *Interim Managing Director*

Dan Basile, *Chief Operations Officer*

Tom Winter, *Director of Scheduling and Planning*

Jesus Ochoa, *Planning Manager*

Brittany Bertsch, *Project Manager*

David Locher, *Transportation Manager*

Jacqueline Zeledon, *Community Outreach & Internal  
Communications Coordinator*

**SOUTHEASTERN WISCONSIN REGIONAL  
PLANNING COMMISSION STAFF**

Benjamin R. McKay, AICP ..... Interim Executive Director  
Joel Dietl, AICP ..... Chief Land Use Planner  
Laura K. Herrick, PE, CFM ..... Chief Environmental Engineer  
Christopher T. Hiebert, PE ..... Chief Transportation Engineer  
Elizabeth A. Larsen, SPHR, SHRM-SCP ..... Director of Administration  
Eric D. Lynde ..... Chief Special Projects Planner  
Rob W. Merry, PLS ..... Chief Surveyor  
Nakeisha N. Payne ..... Public Involvement and Outreach Manager  
Dr. Thomas M. Slawski ..... Chief Biologist

Special acknowledgement is due to the following: SEWRPC Staff: Carrie Cooper, Principal Transportation Planner; Liz Callin, Senior Transportation Planner; Jennifer Sarnecki, Principal Transportation Planner; Xylia Rueda, Senior Planner; Ethan Johnson, Senior Engineer; Gabriel Rosenwald, Transportation Planner; Reginald Mason, Research Analyst; Megan Deau, Senior Graphic Designer; Alexa Carzoli, Assistant Graphic Designer; Carrie Pozum, Accounting/Human Resources Specialist; Kaleb Kutz, Planner; Kevin Muhs, Former SEWRPC Executive Director for their contributions to the conduct of this study and the preparation of this report. Community Partners: Clarke Square Neighborhood Initiative, Century City Triangle Neighborhood Association, Metcalfe Park Community Bridges, West Side Partners, Inc., Northwest Side CDC, VIA CDC

COMMUNITY ASSISTANCE PLANNING REPORT  
NUMBER 340



MILWAUKEE COUNTY NORTH-SOUTH  
TRANSIT ENHANCEMENT STUDY

**VOLUME 7:  
PUBLIC INVOLVEMENT SUMMARY**



Prepared by the  
Southeastern Wisconsin Regional Planning Commission  
W239 N1812 Rockwood Drive  
P.O. Box 1607  
Waukesha, Wisconsin 53187-1607  
[www.sewrpc.org](http://www.sewrpc.org)

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## 1.1 OVERVIEW

This document describes the public involvement activities that took place under the series of strategies introduced in the Public Involvement Plan and summarizes feedback received as a result of those activities. As applicable, a detailed record of the public comments received through the various activities is included in the appendices of this report.

This report is organized by the following public and stakeholder engagement strategies used to garner feedback for this study:

- **Community and Technical Advisory Groups:** The Community Advisory Committee (CAC) and the Technical Advisory Committee (TAC) provided oversight and advised project staff by reviewing documents and materials and provided input throughout the different phases of the study.
- **Community Partners:** In May 2021, SEWRPC initiated a partnership with community- and neighborhood-based organizations who have a longstanding presence in underserved neighborhoods in the corridor. Through an agreement that included payment for services, the community partners assisted with the study team in providing outreach along and near 27th Street.
- **Stakeholder Outreach:** In addition to members of the TAC and CAC, the study team held several individual and group meetings with key stakeholders to focus on issues of specific concern.
- **Project Website:** Throughout the duration of the study, a project website ([mkenorthsouth.com](http://mkenorthsouth.com)) was maintained and frequently updated. The website was used as an information hub for the study and was utilized heavily during each round of public involvement to both share and gather information.
- **Public Involvement Meetings and Comment Periods:** Four rounds of public involvement provided opportunities for the public and stakeholders to review progress and provide input that then informed the subsequent phases of the study. The first three rounds of public involvement included virtual public meetings and opportunities to provide comments, and the fourth round consisted of a final public comment period. During all rounds of public involvement, comments could be shared through the project website, via email, over the phone, or through U.S. Mail. Where applicable, Community Partners, the CAC, and the TAC provided outreach assistance.
- **Social Media and Newsletters:** The project team shared information about the study through SEWRPC, Milwaukee County Transit System (MCTS), and other stakeholders' social media accounts; email blasts; the City of Milwaukee E-Notify list, and wrote newsletter articles for SEWRPC, MCTS, and other newsletters.



## 2.1 INTRODUCTION

The Technical Advisory Group (TAC) and the Community Advisory Group (TAC) met three times each during the study to review study progress and provide feedback and guidance as applicable. The meetings were conducted prior to public involvement meetings and at critical decision points to allow members to provide input on information before it was presented to the public, help guide public involvement activities, and provide expertise.

## 2.2 COMMUNITY ADVISORY COMMITTEE (CAC)

The CAC was comprised of Business Improvements Districts, Neighborhood Improvement Districts, other community organizations and stakeholders within the existing corridor and future alternative alignments. The CAC was responsible for reviewing documents, handouts, and information prior to outreach meetings and served as a liaison back to the groups they represent to help ensure accurate project information is conveyed and feedback is collected. The CAC was encouraged to invite the study team to present latest study information to their constituents. Members of the CAC, as of the third and final CAC meeting on October 20, 2021, are listed below:

- Cheryl Blue, Executive Director, 30th Street Industrial Corridor Corporation, Inc.
- Markasa Tucker, Director, African American Roundtable
- Mike Bautch, Vice President, Amalgamated Transit Union Local 998
- Mario Mireles, Senior General Manager, Bayshore
- Dr. Patricia McManus, President & CEO, Black Health Coalition
- James Davis, Executive Director, Bublr Bikes
- Yvonne McCaskill, Coordinator, Century City Triangle Neighborhood Association
- Dr. Patricia Najera, Executive Director, Clarke Square Neighborhood Initiative
- Chytania Brown, CEO, Employ Milwaukee
- Marjorie Rucker, Ethnic and Diverse Business Coalition
- Joe Tesch, Forest County Potawatomi Community
- Lo Nen Kiatoukaysy, Executive Director, Hmong American Friendship Association
- Brian Peters, Community Access & Policy Specialist, Independence First
- Dennis Grzezinski, Attorney, Law Office of Dennis Grzezinski
- Catrina Crane, Director of Workforce, Menomonee Valley Neighborhood Association
- Melody McCurtis, Deputy Director of Priorities/ Organizer, Metcalfe Park Community Bridges
- Barbara Little and Adele Nance, MICAH Transportation Taskforce, MICAH
- Teri Zywicki, CEO and President, Milwaukee Center for Independence
- Nick DeMarsh, Milwaukee Transit Riders Union
- Dr. Eve Hall, President & CEO, Milwaukee Urban League
- Fred Royal, President, National Association for the Advancement of Colored People (NAACP)
- Lindsay St. Arnold Bell, Associate Director, Near West Side Partners, Inc.
- Robin Reese, Manager, North Avenue Marketplace

- Sarah Bregant, Urban Planning Specialist, Northwest Side CDC
- Karyn Rotker, Poverty, Race & Civil Liberties Project Attorney, American Civil Liberties Union (ACLU) of Wisconsin Foundation
- David Steele, Executive Director, MobiliSE
- Tara Cavazos, Executive Director, South 27th Street Business Association
- Tammy L. Rivera, Executive Director, Southside Organizing Center
- Dr. Jie Yu, Assistant Professor, University of Wisconsin-Milwaukee
- Dr. Robert Schneider, Associate Professor, University of Wisconsin-Milwaukee
- Brianna Sas-Perez, Executive Director, VIA CDC

## **2.3 TECHNICAL ADVISORY COMMITTEE (TAC)**

The TAC was comprised of public officials from local communities and governmental agencies that may be affected by the transit enhancement alternatives. Members of the TAC provided comments and guidance related to alignments and transit technology, and public engagement. The TAC also assisted with data sharing and technical consultation, as needed. Members of the TAC, as of the third and final TAC meeting on October 21, 2021, are listed below:

- Nate Piotrowski, Community Services Director, Village of Brown Deer
- Matthew Maederer, Director of Public Works/Village Engineer, Village of Brown Deer
- Glen Morrow, City Engineer/Director of Public Works, City of Franklin
- Heath Eddy, Planning Manager, City of Franklin
- Todd Stuebe, Director of Community Development, City of Glendale
- Charlie Imig, Director of Public Works, City of Glendale
- Jeff Katz, City Engineer and Director of Neighborhood Services, City of Greenfield
- Jeffrey Polenske, Commissioner of Public Works, City of Milwaukee
- Tanya Fonseca, Long Range Planning Manager, City of Milwaukee
- Doug Seymour, Director of Community Development, City of Oak Creek
- Mike Simmons, City Engineer, City of Oak Creek
- Aaron Hertzberg, Director of Administrative Services, Milwaukee County
- Mark Kane, Community Planner, Federal Transit Administration (FTA)
- Mitch Batuzich, Transportation Planner, Federal Highway Administration (FHWA)
- Dewayne Johnson, Director, Southeast Region, Wisconsin Department of Transportation
- Tony Barth, Systems Planning Chief, Southeast Region, Wisconsin Department of Transportation
- Ian Ritz, Chief, Transit Section, Wisconsin Department of Transportation

## 3.1 INTRODUCTION

In May 2021, SEWRPC initiated a partnership with community- and neighborhood-based organizations who have a longstanding presence in underserved neighborhoods in the corridor. Through an agreement that included payment for services, the community partners assisted the study team in providing outreach along and near 27th Street. The community partners helped develop outreach materials and provide study information, such as study fact sheets and handouts, via neighborhood mail drops and at local festivals, farmer's markets, and other community events. The community partners assisted in conducting surveys along and near 27th Street, including a PurpleLine bus stop survey, and attended the study public meetings to be available for residents' questions and comments.

Community Partners are listed below:

- Metcalfe Park Community Bridges
- Near West Side Partners
- VIA CDC, formerly known as Layton Boulevard West Neighbors
- Northwest Side Community Development Corporation
- Century City Triangle Neighborhood Association
- Clarke Square Neighborhood Initiative

## 3.2 OBJECTIVES AND SUMMARY OF OUTREACH

The primary objectives for Community Partners were to (1) engage traditionally underrepresented populations, (2) encourage their participation, and (3) obtain their input. To meet these objectives, Community Partners conducted approximately 760 hours of outreach in several ways, summarized below:

- Presenting information, sharing materials, and gathering input (alongside project staff, if necessary) at events or community gathering places (250 hours)
- Conducting surveys at existing MCTS PurpleLine bus stops (300 hours)
- Completing "mail drops" in the corridor (120 hours)
- Attending project meetings, assisting with the development of public meeting materials, and other ancillary activities (90 hours)

## 3.3 BUS STOP SURVEY

The survey of existing PurpleLine riders at bus stops in June and July 2021 was a significant work effort for the study conducted largely by Community Partners. Representatives from four Community Partner organizations and SEWRPC staff covered 27 stops along the corridor, distributing printed surveys with eight questions, which asked respondents about how they currently use the bus and what they would like to see in an enhanced transit service in the corridor.

Approximately 1,500 total printed surveys were distributed, and 490 completed surveys were collected.

The survey was available in both English and Spanish. An online version of the survey was also available and could be accessed by using a smart cell phone to scan a QR code that was posted at bus stops and on the physical surveys that were distributed at the bus stops. The completed physical surveys could be handed to the community partners or the bus drivers on the PurpleLine, or could be mailed in using the postage-paid address label on the printed survey. A report of the survey responses is provided in Appendix A.



## 4.1 INTRODUCTION

In addition to outreach to and with the CAC, TAC, and Community Partners, the study team met with several individual stakeholders and stakeholder groups to focus on issues of specific concern. Stakeholders included local elected officials, neighborhood and community associations, business-improvement districts, and transportation-focused organizations and groups. Table 4.1 lists meetings held with individual stakeholders or stakeholder groups.

## 4.2 BUSINESS OUTREACH

In November 2021, the study team invited business owners along the corridor to a virtual meeting to discuss the study and gather feedback that may be specific to business needs and concerns. The study team used a Milwaukee County property owner database to send letters to all properties labeled as commercial uses within a two-block radius of the study corridor. This resulted in sending letters to approximately 1,000 business owners or occupants. Representatives from three businesses attended the meeting; however, all invitees were provided with information about the study and a link to the project website where feedback could be submitted throughout the study duration.

**Table 4.1**  
**Stakeholder Meeting List**

<b>Date</b>	<b>Individual Stakeholder or Stakeholder Group</b>
11/2/2020	Milwaukee County Board Supervisor Liz Sumner
11/11/2020	Milwaukee County Board Supervisor Steven Shea
11/12/2020	Milwaukee County Board Supervisor Russell Goodwin
11/12/2020	Milwaukee County Board Supervisor Patti Logsdon
11/12/2020	Milwaukee County Board Supervisor Joseph Czarnecki
11/13/2020	Milwaukee County Board Chair Marcelia Nicholson
11/16/2020	City of Milwaukee Alderman Bauman
11/17/2020	Milwaukee County Board Supervisor Sequanna Taylor
11/20/2020	Milwaukee County Board Supervisor Shawn Rolland
11/23/2020	City of Milwaukee, Alderman Spiker
12/1/2020	City of Milwaukee, Alderman Stamper
12/2/2020	Milwaukee County Transportation, Public Works, and Transit Committee
12/3/2020	Amalgamated Transit Union 998
12/4/2020	City of Milwaukee Alderman Murphy
12/7/2020	City of Greenfield – Officials from Engineering Division and Community Development and Zoning Division
12/9/2020	City of Milwaukee, Common Council President Johnson
12/9/2020	City of Glendale – Administrator and officials from Public Works Department and Community Development Department
12/9/2020	City of Milwaukee Alderman Borkowski
12/15/2020	Wisconsin Department of Transportation and City of Milwaukee Traffic Engineering Staff
12/16/2020	Village of Brown Deer – Officials from Community Development Department and Public Works Department
12/18/2020	City of Milwaukee, Officials from the Department of Community Development
12/22/2020	City of Milwaukee, Commissioner of Public Works
1/13/2021	Menomonee Valley Partners
1/19/2021	Near West Side Partners
1/19/2021	Greenfield City Council
1/20/2021	VIA CDC
1/21/2021	30th Street Industrial Corridor Corp
1/25/2021	Federal Transit Administration Officials
1/27/2021	City of Oak Creek – Officials from the Department of Public Works and the Department of Community Development
1/28/2021	Wisconsin Department of Transportation, Southeast Region staff
2/8/2021	Glendale City Council
2/17/2021	Neighborhood and Business Improvement District Representatives
2/19/2021	Southside Organizing Center (Facebook Live Event)
3/1/2021	MICAH Transportation Taskforce
3/3/2021	Independence First Hosted Transit Update Event
3/9/2021	VIA CDC
3/16/2021	WisDOT Meeting regarding the traffic analysis for WisDOT Project 2265-18-00 on 27th Street
3/24/2021	Metcalfe Park Community Bridges (Facebook Live Event)
5/27/2021	Bicycle and Pedestrian stakeholders from government and non-profit organizations
6/15/2021	Southside Organizing Center Forum
7/3/2021	Amani Neighborhood
7/12/2021	Wisconsin Department of Transportation, Southeast Region, Project Development staff (Coordination on 27th Street resurfacing project)
8/7/2021	Hmong American Friendship Association Back-to-school Event
8/10/2021	Northwest Side CDC Framer's Market/Health event at Ascension Health
8/11/2021	Wisconsin Department of Transportation, Southeast Region, Project Development staff (Coordination on 27th Street resurfacing project)
8/21, 9/4, 9/18, 9/25, 10/9 2021	Public Outreach Booth at Fondy Farmer's Market
9/14/2021	City of Milwaukee, Alderman Spiker and South 27th Street Business Association
9/16/2021	WisDOT Meeting regarding WisDOT Project 2265-18-00 on 27th Street
9/20/2021	City of Milwaukee, Alderman Bauman

**Table continued on next page.**

**Table 4.1 (Continued)**

<b>Date</b>	<b>Individual Stakeholder or Stakeholder Group</b>
9/20/2021	City of Milwaukee, Alderman Murphy
9/21/2021	City of Greenfield, Mayor Olson
9/21/2021	Milwaukee County Supervisor Coggs-Jones
9/21/2021	Milwaukee County Supervisor Sumner
9/22/2021	Milwaukee County Supervisor Borkowski
9/22/2021	Village of Brown Deer Community Services Director
9/29/2021	City of Glendale, City Administrator Safstrom
9/29/2021	City of Oak Creek, Director of Community Development and Public Works Director
9/29/2021	Milwaukee County Supervisor Logsdon
9/29/2021	Milwaukee County Supervisor Weishan
9/30/2021	WisDOT Meeting to provide an update on the study
10/4/2021	City of Milwaukee, Common Council President Johnson
10/5/2021	City of Milwaukee, Commissioner of Public Works and Department of City Development Long-Range Planning Manager
10/6/2021	Milwaukee County Supervisor Czarnecki
10/7/2021	Near West Side Partners and Property Owner Rick Weigand
10/20/2021	Milwaukee County Committee on Transportation, Public Works, and Transit
10/28/2021	Menomonee Valley Partners
11/18/2021	Milwaukee County Supervisor Haas
11/18/2021	VIA Annual Gathering
11/23/2021	Milwaukee County Supervisor Wasserman
12/2/2021	Tour of Employers and New Development in Franklin and Oak Creek with Community Development Director and Staff, Public Works, and Economic Development Directors
12/10/2021	City of Milwaukee Redevelopment Authority
1/14/2022	Wisconsin Department of Transportation, Southeast Region, Project Development staff (Coordination on 27th Street resurfacing project)
2/2/2022	City of Milwaukee, Department of Public Works Staff (Bicycle and Pedestrian Coordination)
3/14/2022	City of Oak Creek
6/21/2022	Milwaukee County Supervisor Martinez
6/21/2022	Milwaukee County Supervisor Zerpa
6/22/2022	Milwaukee County Supervisor Sumner
6/22/2022	Milwaukee County Supervisor Coggs-Jones
6/23/2022	Milwaukee County Supervisor Shea
6/27/2022	Milwaukee County Supervisor Burgelis
6/28/2022	Milwaukee County Supervisor Taylor
6/28/2022	Milwaukee County Supervisors Logsdon and Johnson
7/12/2022	Milwaukee County Transportation and Transit Committee
7/19/2022	Wisconsin Department of Transportation, Southeast Region, Traffic Operations Staff
8/1/2022	Joshua Zepnick
9/13/2022	Federal Transit Administration, Region V Director
9/14/2022	MOVE Roundtable Van Tour and Visioning for 27th Street BRT (Hosted by MobiliSE and other stakeholders)
10/6/2022	Pedestrian Dignity with AARP and the Amani Neighborhood
10/11/2022	Metropolitan Planning Organization (MPO)/Regional Planning Commission (RPC)/ WisDOT/Federal Highway Administration (FHWA) Conference

Source: SEWRPC



## 5.1 INTRODUCTION

Throughout the duration of the study, a project website (mkenorthsouth.com) was maintained and frequently updated. The website was used as an information hub for the study and was utilized heavily during each round of public involvement to both share and gather information. The website was available in both English and Spanish and could be viewed on a desktop computer, tablet, or mobile device. The website consisted of five main pages (Home, Equity, Engage, Frequently Asked Questions [(FAQ)], Library, and Contact) and information on each page was updated as the study progressed.

## 5.2 PROJECT INFORMATION ON THE WEBSITE

A brief description of the information that was available to the public through the website is provided below.

- The **Home** page included a brief explanation of the study, featured information about the existing PurpleLine during the first phase of the study and later a summary of the project needs under the heading “Why Enhance Transit Along 27th Street?”, a study timeline, a list of the members of the Project Management Team, TAC, CAC, and Community Partners, and a preliminary project timeline.
- The **Equity** page described the demographics of the study area (which was updated as the study area changed), a summary of the project purpose, and the public engagement strategies that were being used to reach underserved communities along the corridor.
- The **Engage** page served as the hub for all things related to public involvement for the study. Public meeting materials, including links to recorded public meetings were posted there. When virtual public involvement meetings were planned, this page hosted meeting details and registration links. Web-based public engagement opportunities such as surveys, which are described further in Chapters 6 through 8, were also posted here, as well as link to the Contact page (see below) where feedback could be provided.
- The **FAQ** page provided answers to frequently asked questions about the study such as why the area along and near 27th Street was being studied, explanations of the different transit technologies that were being considered, and how the project could potentially be funded.
- The **Contact** page provided an opportunity for the public to provide feedback throughout the duration of the study, sign up to receive project updates, and find additional contact information for the study team including the email address info@mkenorthsouth.com.

The website was designed for desktop and mobile viewing and available in English, Spanish, and formatted to be able to be translated using Google Translate into any language they offer.



## 6.1 INTRODUCTION

Round 1 of public involvement took place from February 23 through April 18, 2021 and focused on providing participants with an overview of existing conditions in the study corridor (which consisted of the area within 0.5 miles of the existing PurpleLine) and discussing draft purpose and need statements and preliminary route and technology options. This round of public involvement consisted of two virtual public meetings (held in lieu of in-person meetings in keeping with COVID-19 precautions), an online survey, and an interactive web map where comments could be submitted.

## 6.2 VIRTUAL PUBLIC MEETINGS

Virtual public meetings took place on Tuesday, February 23, and Wednesday February 24, 2021, and were hosted on the GoToWebinar platform. Attendees were required to register for the meeting in advance through the project website. Live Spanish and American Sign Language (ASL) interpreters were present on the meetings to provide interpretation services to anyone who needed it.

### Meeting Notification

The project team notified the public about the virtual meetings in several ways, including:

- Sharing a press release with several local media outlets, including minority papers, which was published by Urban Milwaukee and the Milwaukee Neighborhood News Service
- Sending an e-blast to the study contact list and Commission contacts in Milwaukee County, which included 388 people
- Posting information to the project website and the SEWRPC website
- Sending an email through the City of Milwaukee's E-Notify listserv
- Sharing information on social media through MCTS and the Commission's accounts
- Creating social media packets for CAC and TAC members to share on their social media accounts
- Playing pre-recorded public service announcements in English and Spanish on MCTS PurpleLine buses notifying riders of the virtual public meetings for several weeks prior to the meeting

### Meeting Format

The meeting was entirely virtual, hosted on the GoToWebinar platform with participants having the ability to interact with the project team by either virtually raising their hand to notify the host they would like to speak, or by typing questions or comments in a question panel within the GoToWebinar platform. The meeting format is described in more detail below:

#### 1. Logistics and Introductions

Project staff provided a walk-through of the webinar tools to help participants understand how to participate in the meeting if they were not familiar with the GoToWebinar software, and brief introductions of project staff and interpreters were provided.

#### 2. Project Overview Presentation

Project staff then provided an overview of the study, which largely focused on providing an overview of the study and the existing conditions in the corridor.

### **3. Overview of Preliminary Route Options**

Using the interactive transportation web-mapping tool, Remix, project staff provided an overview of preliminary route options that were being considered for the study and participants had an opportunity to ask questions or provide comments on the routes while staff added them in real-time to the map. A screen capture of the Preliminary Route Options Map in Remix with public comments is provided in Figure 6.1. During this phase of the study, both rail and bus options were being considered, and as such, preliminary on-street route options and preliminary rail corridor route options were shown in separate maps.

### **4. Question and Answer Period**

Participants then had an opportunity to ask additional questions about the study or provide comments.

### **5. Live Comments on Virtual Whiteboard**

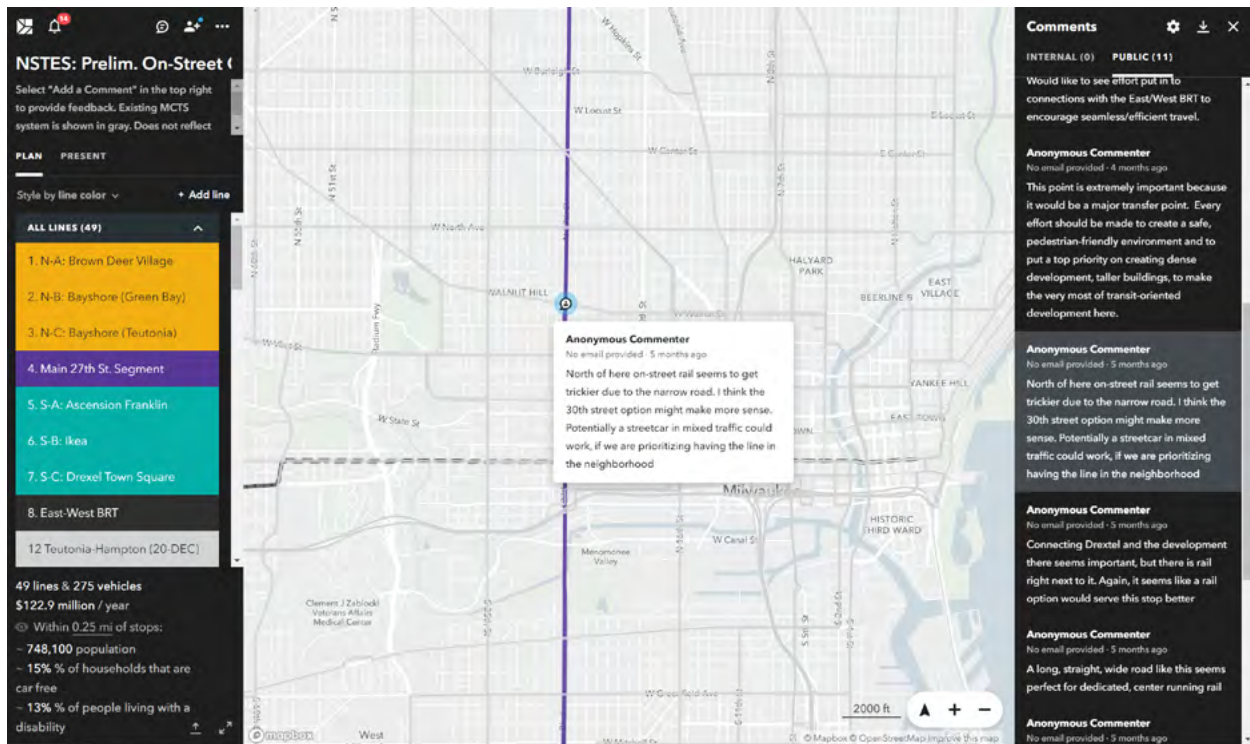
For the final portion of the meeting, questions about existing transit in the corridor and draft purpose and need statements were shared on a virtual whiteboard (using Microsoft Whiteboard), and participants could ask questions and provide feedback either verbally or in writing using the questions panel on GoToWebinar and staff added the comments to the whiteboard in real-time. Figure 6.2 shows an image of the virtual whiteboard from the meeting.

After the conclusion of the meeting, an online survey was shared with all participants to share any additional comments and links to the interactive Remix maps were also available through which participants could provide additional comments on the preliminary route options. Questions and comment prompts for the online survey were identical to what was asked in the meeting.

### **Meeting Attendance**

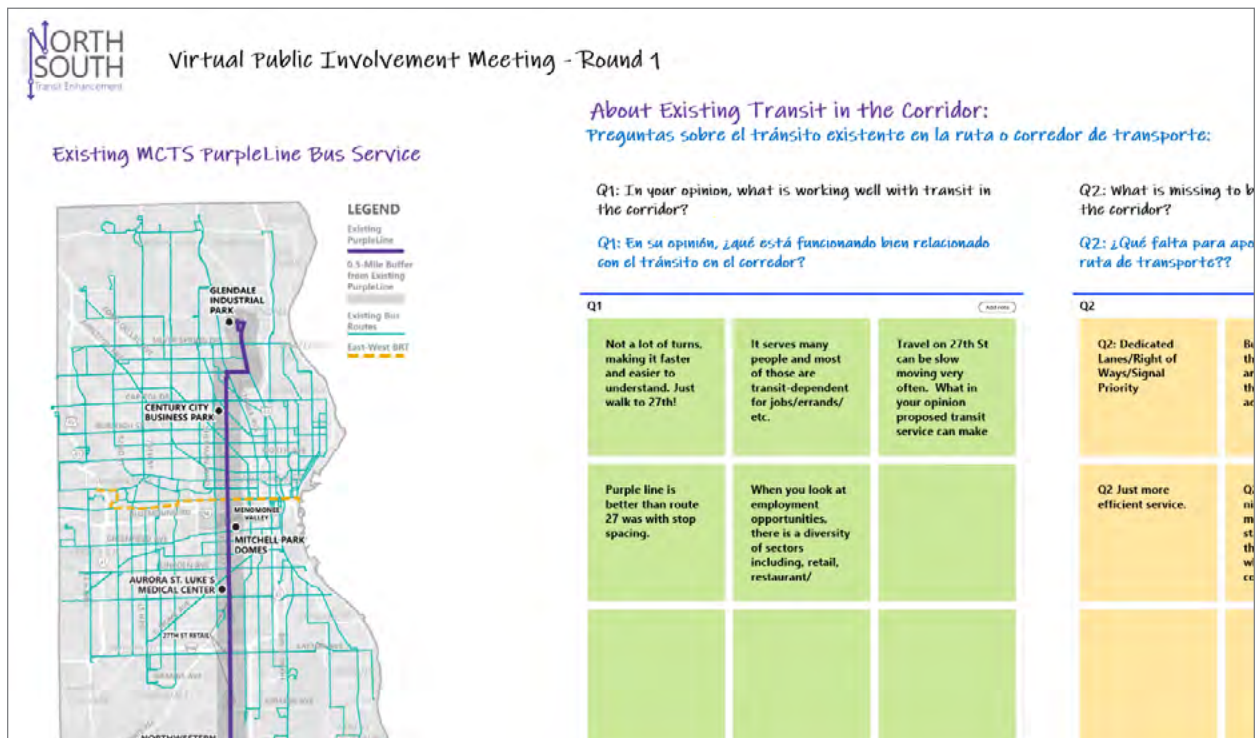
Thirty-two people attended the meeting on Tuesday, February 23, 2021, from 6:00 to 7:30 P.M. and 43 people attended the meeting on Wednesday, February 24, 2021, from 1:00 to 2:30 P.M. The study team received 44 responses to the online survey and 31 comments on the interactive web maps during the comment period. As part of the registration for virtual public meetings and in a question in the follow-up survey, individuals had the option to provide their zip code to help the study team understand whether participants lived within or near the study area. Map 6.1 shows the number of meeting participants and survey respondents by zip code in Milwaukee County. While there was fair representation of participants who lived in zip codes along the corridor, there was also a significant proportion of participants from outside the corridor—specifically Downtown Milwaukee, the East Side and Riverwest neighborhoods, Wauwatosa, and neighborhoods in southeast Milwaukee.

**Figure 6.1**  
Screen Capture of Interactive Remix Map



Source: SEWRPC

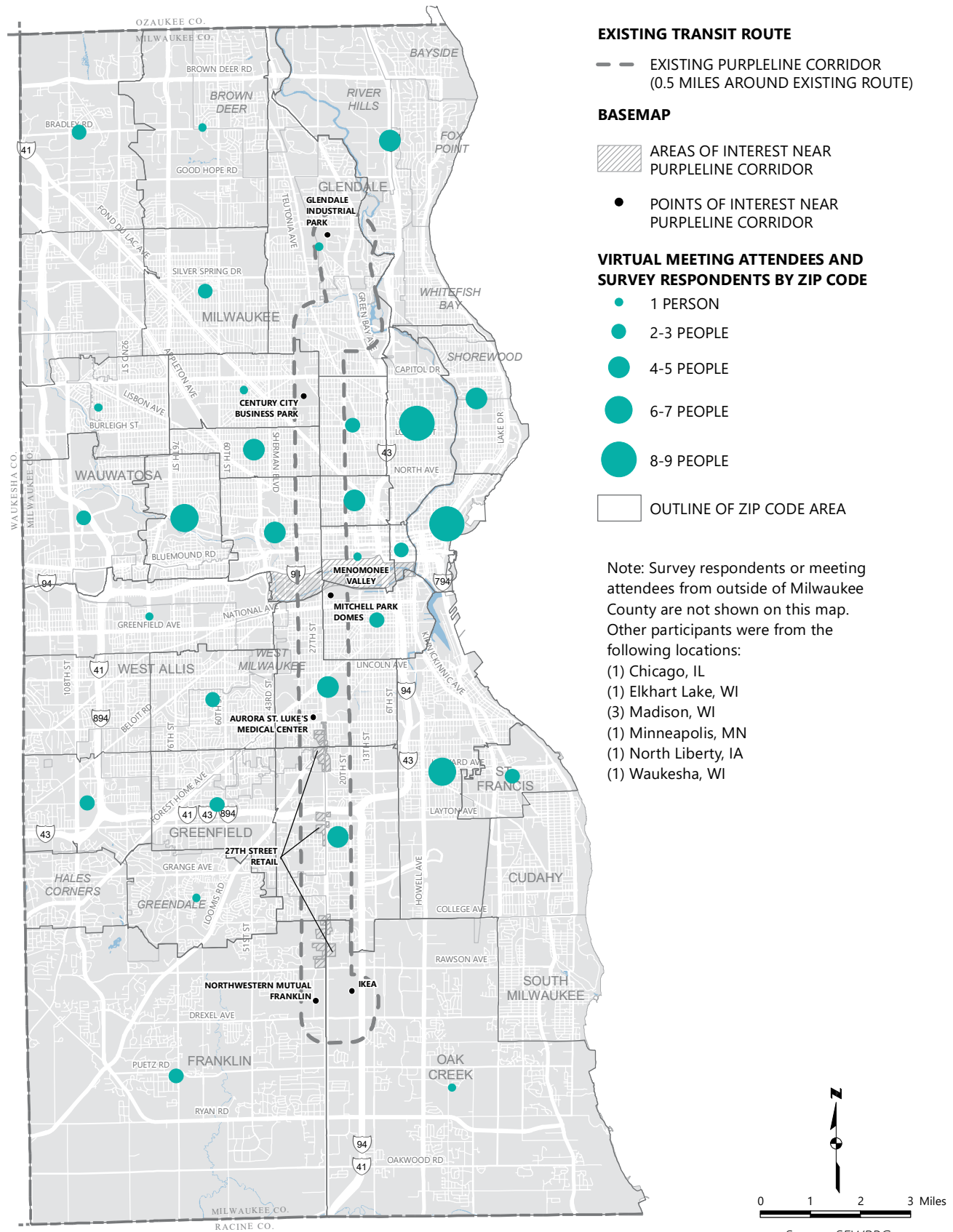
**Figure 6.2**  
Screen Capture of Virtual Whiteboard



Source: SEWRPC

## Map 6.1

### Round 1 Public Involvement Meeting Participants and Survey Respondents by Zip Code



## **Themes from Public Comments**

Both on the virtual meetings and the online survey, participants were asked to respond to questions about the existing service, improvements they would like to see in transit along the corridor and to provide comments on the draft purpose and need statement. Options to provide general comments and ask questions were also provided. Themes from responses to questions and comments are provided below. A detailed record of comments included in Appendix B. The number in brackets represents the number of comments within the theme.

### ***Responses to General Questions about Existing and Future Transit in the Corridor***

Q1: In your opinion, what is working well with transit in the corridor?

- Connects people who need transit with places they need to go (jobs, healthcare, shopping) (17)
- Frequency (13)
- Simple routing, easy to use (9)
- Connects well to other routes (2)
- Conversion of Route 27 to PurpleLine (reducing stops) (2)
- Not much is working well (service is not reliable) (2)

Q2: What is missing to better support riders in the corridor?

- Better stops with shelters (15)
- Faster travel times (14)
- Pedestrian and bicycle safety and connectivity improvements near stops (14)
- Dedicated lanes (10)
- Better frequency (9)
- Safety and security provisions on vehicles and/or at stops (5)
- Light rail service (5)
- Improved wayfinding and signage at stops and on the vehicle (showing bus arrival and transfer information) (4)
- Better reliability (4)
- Improved efficiency at stops (make it easier to get on/off the bus) (3)
- Bus rapid transit (BRT) service (3)
- Signal priority (2)

Q3: What would be the most important improvement to transit in the corridor?

- Better frequency (13)
- Dedicated lanes (12)
- Light rail service (12)
- Safety and security provisions on vehicles and/or at stops (10)
- Faster travel times (8)
- Better stops with shelters (5)
- Transit supportive land use and development in the corridor (5)
- Signal priority (4)
- Better reliability (3)
- Improved wayfinding and signage at stops and on the vehicle (showing bus arrival and transfer information) (2)

## **Comments on Draft Purpose and Need Statements**

Draft purpose statement:

*"The purpose of the Milwaukee North-South Transit Enhancement Study is to build upon Milwaukee's existing transit infrastructure and investment to support mobility throughout Milwaukee County, focusing on underserved residents in the corridor, supporting the local commitment to racial equity and social justice investments. This study is one step in helping Milwaukee County government to identify and address policies, practices and power structures that, whether intentionally or unintentionally, favor white people and create barriers for black, brown, and indigenous people. Racial equity is a top priority of Milwaukee County government."*

Themes from comments:

- Support for equity focus of draft purpose statement (23)
- Concern the equity focus of draft purpose statement is not necessary or over-emphasized (3)
- Support for adding access to jobs and other destinations to the purpose statement (3)
- Support for adding environmental sustainability to the purpose statement (3)
- Support for adding specific actions that would promote racial equity to the purpose statement (3)
- Concern the project would not address equity to the extent described in the purpose (e.g., would not connect to appropriate destinations or is not significant enough, etc.) (2)
- Concern the purpose statement promotes the stereotype that transit is only for low-income people (2)
- Support for adding text related to attracting new riders to transit service (2)
- Support for including people with disabilities in the purpose statement (2)

Draft need statements and themes from comments:

*Draft need 1: "To provide an enhanced transit service that will increase frequency and reduce travel times for transit riders in the corridor."*

- Support for draft need as-is (20)
- Support for adding increased connections to other modes of transportation (2)

*Draft need 2: "To help remedy existing racial inequities and the longstanding systemic racism within the broader transportation network by significantly improving access to jobs, healthcare, education, and other essential needs for people of color."*

- Support for draft need as-is (17)
- Concern that focus on racial inequities or systematic racism is over-emphasized (5)

*Draft need 3: "To not harm Milwaukee County's financial ability to continue transit operations on other routes within the County."*

- Concern that need could eventually (either intentionally or unintentionally) undermine the project (e.g., tradeoffs or prioritizing will be necessary, road projects are not treated this way, would result in a "zero sum game" for funding transit) (15)
- Support for need as-is (11)
- Support for adding the need to identify dedicated funding source (2)

*Draft need 4: "To provide those living in poverty and those without an automobile improved access to jobs, healthcare, education, and other essential needs."*

- Support for need as-is (22)
- Concern that statement implies that transit is only for low-income people, not for all (6)

- Support for including individual financial benefits of reducing car ownership (2)
- Support for adding recreational opportunities to examples of destinations (2)

*Draft need 5: "To encourage new, denser, mixed-use development and redevelopment—which results in more efficient public infrastructure and services and lower energy use per household."*

- Support for need as-is (19)
- Support adding need to reduce parking/parking minimums (2)

*Draft need 6: "To accommodate increased travel demand to and from existing and planned developments, services, jobs, and destinations through multi-modal transportation investments."*

- Support for need as-is (19)
- Support for addressing bicycles, pedestrians, and bike and scooter share (4)
- Concern need is redundant or jargon-y (3)

*Draft need 7: "To invest in sustainable options that are consistent with local and regional plans, and future technology."*

- Support for need as-is (17)
- Support for including reference to future automated transit vehicles (3)
- Support for including reference to emissions-free vehicles (4)
- Support for further describing sustainability (e.g., environmentally (2), and economically (2))

#### **Other Comments**

- Strong support for the study and advancing enhanced transit along or near 27th Street as soon as possible (11)
- Support for rail transit options (9)
- Concern about pedestrian and bicycle safety in the corridor (4)
- Concern that the study is focusing too heavily on racial equity (2)
- Suggest surveying transit users on the bus or at bus stops (2)
- Support for equitable development along transit enhancement (2)

#### **Comments on Preliminary Route Options**

Maps of preliminary route options using the Remix transit mapping tool were shared during the meeting, via a link in a follow-up email to those that registered for the virtual public meetings, and on the project website, social media, and email blasts after the virtual public meetings. A map for on-street options and a map for rail corridor options showed preliminary route lines and the public was able to add comments on each map about the route alternatives and other comments about important places in the corridor. Themes from comments about preliminary route options are shown below with a detailed record of comments in Appendix B. The number in brackets represents the number of comments within the theme.

- Support for a route that has or would accommodate transit- and pedestrian-friendly development (4)
- Strong support for dedicated transit lanes (bus or rail) (4)
- Preference for a light rail service (3)
- Support for rail service that extends to Brown Deer (3)
- Support for a service that is well integrated with the East-West Bus Rapid Transit line (3)
- Support for a rail service that would facilitate future connections south to Racine and Kenosha (following the proposed Kenosha-Racine-Milwaukee rail route) (3)
- Preference for a streetcar service (2)

- Support for service that extends to Franklin (2)
- Support for a transit station at or near American Family Field (2)
- Support for future connection to airport (2)

### **Addressing Public and Stakeholder Feedback**

The project team incorporated public and stakeholder feedback received during Round 1 of public involvement in several ways. First, the draft purpose and need statement was updated substantially. A summary of those changes are listed below:

- Adding a need statement that specifically addressed bicycle and pedestrian safety concerns in the corridor
- Enhancing the focus on attracting new riders, in addition to improving service for existing transit users
- Simplifying the need statements and providing more details about each need within the Purpose and Need Report
- Highlighting feedback throughout the Purpose and Need Report, where applicable, specifically focusing on the need to improve travel times, improve transit shelters, and pedestrian connections to transit stations
- Updating the language related to a transit enhancement not financially “harming other routes” to focus on reasonably expected revenue available from local, state, and federal funding sources
- Explicitly including people with disabilities when referring to traditionally underserved populations
- Referencing personal cost savings and affordability of transit ridership as opposed to car ownership
- Expanding on the need for equitable development and redevelopment along the corridor that would support and be supported by enhanced transit
- Explicitly referencing environmental sustainability

In addition to updates to the purpose and need statements, the project team also expanded public outreach in response to feedback with the goal to reach residents and businesses within the corridor by partnering with community- and neighborhood-based organizations who have a longstanding presence in underserved neighborhoods in the corridor, described further in Chapter 3.

## 7.1 INTRODUCTION

Round 2 of public involvement took place from June 22 through July 31, 2021, focused on sharing information about the updated purpose and need statements, transit types, route options, and preliminary station locations that were being considered for the study and gathering feedback on that information. This round of public involvement consisted of three virtual public meetings (held in lieu of in-person meetings in keeping with COVID-19 precautions), a series of short surveys available on the project website, and an interactive web map where comments could be submitted.

## 7.1 VIRTUAL PUBLIC MEETINGS

Virtual public meetings took place on Tuesday, June 22, 2021 from 1:00 – 2:00 P.M.; Wednesday, June 23 (Spanish-only) from 6:30-7:30 P.M.; and Thursday, June 24 from 6:00 – 7:30 P.M. and were hosted on the Zoom meeting platform. Attendees were required to register for the meeting in advance through the project website. Live Spanish and American Sign Language (ASL) interpreters were present on the June 22 and June 24 meetings to provide interpretation services to anyone who needed it. The meeting on June 23 was provided entirely in Spanish.

### Meeting Notification

The project team notified the public about the virtual meetings in several ways, including:

- Sharing a press release with several local media outlets, including minority-focused newspapers, which was picked up by the Milwaukee Neighborhood News Service
- Sending an e-blast to the study contact list and Commission contacts in Milwaukee County, which included 493 people
- Posting information to the project website and the SEWPRC website
- Sending an email through the City of Milwaukee's E-Notify listserv
- Sharing information on social media through MCTS, SEWRPC, and advisory committee member's accounts
- Creating social media packets for CAC and TAC members to share on their social media accounts

### Meeting Format

The meeting was entirely virtual, hosted on the Zoom meeting platform with participants having the ability to interact with the project team by unmuting themselves and speaking, or by typing questions or comments in the chat. The meeting format is described in more detail below:

#### 1. Welcome and Introductions

Project staff welcomed participants and introduced project staff, interpreters, and Community Partners.

#### 2. Study Overview Presentation

Project staff then provided an update on the study which included an update on public engagement efforts, including themes from the first round of public involvement and the updated study purpose and need statements, including a review of data that supported various project needs.

### **3. Breakout Sessions: Transit Types, Route Options, and Station Locations**

After the overview presentation, staff broke the discussion-portion of the meeting into three topics:

- Transit Types: an overview of transit types in consideration (bus rapid transit, rapid streetcar, and light rail), and a preliminary evaluation of how each type would fit within the corridor
- Route Options: an overview of a map of route alternatives
- Station Locations: a brief description of how preliminary station locations were selected and an overview of the preliminary station location map

During these breakout sessions, staff provided the information described above, and participants were invited to provide feedback and have an open discussion about different options for each topic being considered for the study.

### **4. Question and Answer Period**

Participants then had an opportunity to ask additional questions about the study or provide comments.

### **5. Next Steps**

For the final portion of the meeting, staff provided next steps for the study, including additional options for participants to provide feedback.

After the conclusion of the meeting, the project website was updated with short surveys to answer questions and provide open-ended feedback about each of the break-out session topics. These surveys were open through July 31, 2021. The public also had the option to provide written comment via email, mail, or fax.

### **Meeting Registrants and Survey Respondents**

In total, 67 people registered to attend the virtual public meetings. Meeting registration totals for each of the three virtual meetings is included below.

- Tuesday, June 22, 1:00–2:30 P.M.: 34 registrants
- Wednesday, June 23, 6:30–7:30 P.M. (Spanish only): 6 registrants
- Thursday, June 24, 6:00–7:30 P.M.: 27 registrants

Again, as part of the registration for virtual public meetings and in a question in the follow-up surveys, individuals had the option to provide their zip code to help the study team understand whether participants lived within or near the study area. Map 7.1 shows the number of meeting participants and survey respondents by zip code in Milwaukee County.

Three short surveys—each geared toward collecting feedback about a specific study topic (transit types, route options, and station locations)—were posted to the website following the public meetings. A total of 132 responses were collected for the three surveys.

## Round 2 Public Involvement Meeting Participants and Survey Respondents by Zip Code



## Themes from Public Comments

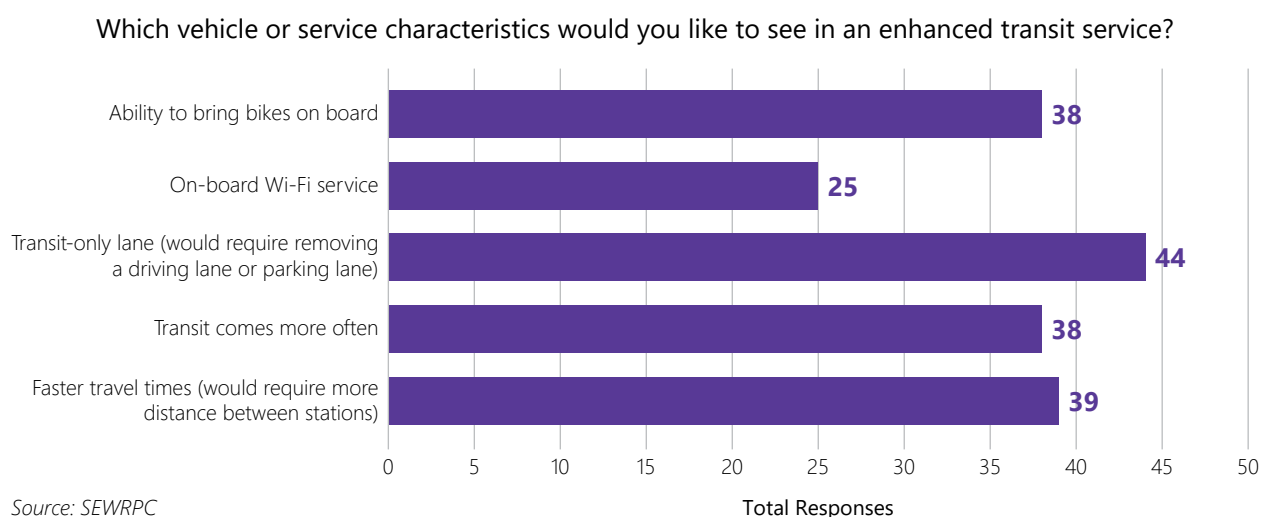
During the virtual public meetings and the surveys, feedback was solicited regarding three topics: transit types, route options, and station locations. Themes from responses under those topics for both the meetings and the surveys are combined and listed below along with results of specific questions asked in the website survey (Figures 7.1–7.6).

### Transit Types

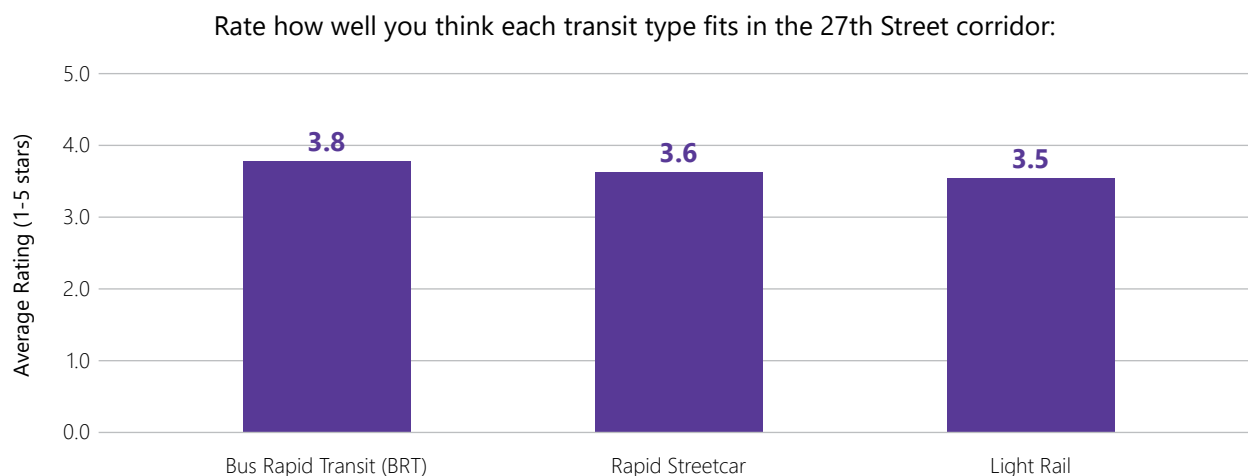
Themes from open-ended comments:

- Support for light rail or rapid streetcar (specified rail) (14)
- Support for dedicated transit lanes (regardless of transit type) (7)
- Support for bus rapid transit (BRT) (7)
- Comments stating transit vehicles should be given priority over automobiles (2)
- Support for a rail/bus hybrid option with rail serving the main corridor and BRT serving ‘spurs’ on north and south (2)

**Figure 7.1**  
**Results of Transit Types Question 1 from Online Survey**



**Figure 7.2**  
**Results of Transit Types Question 2 from Online Survey**

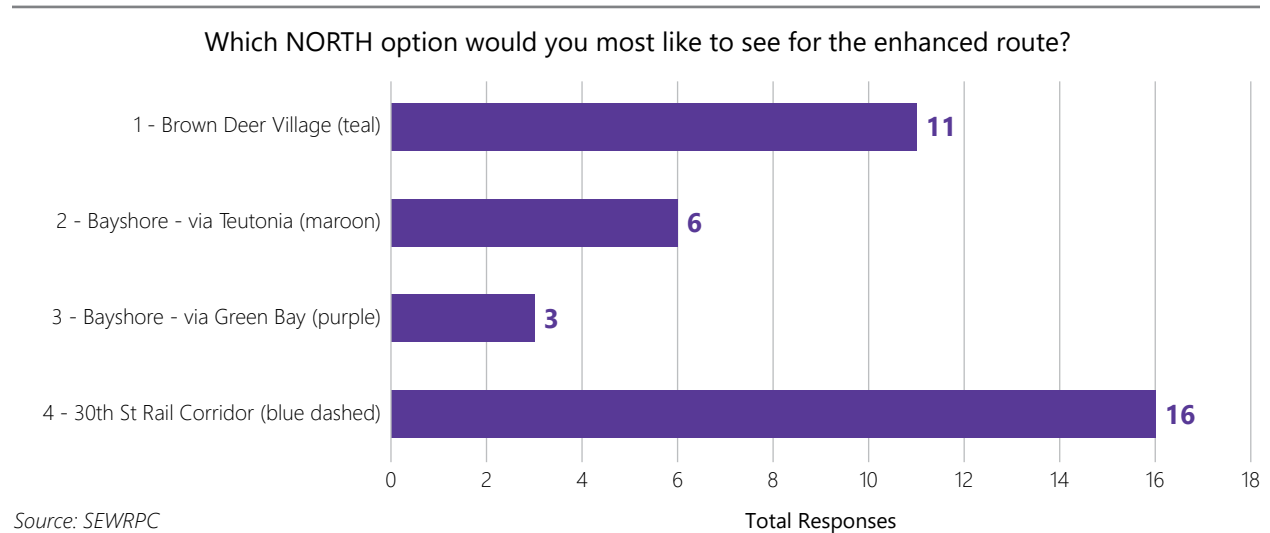


## Route Options

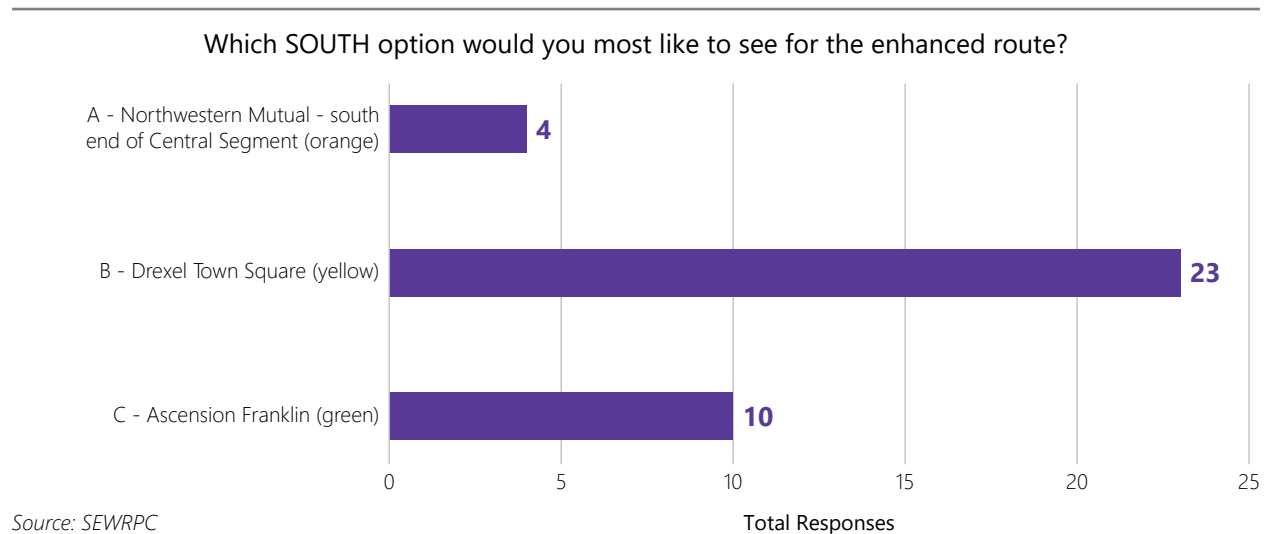
Themes from open-ended comments:

- Support for route that utilizes the 30th Street Rail Corridor (7)
- Support for south option that would serve Drexel Town Square (3)
- Concern about opposition to transit from residents and businesses near southern termini options (2)
- Support for route termini in Brown Deer (2)
- Support for north option that would serve Bayshore (2)

**Figure 7.3**  
**Results of Route Options Question 1 from Online Survey**



**Figure 7.4**  
**Results of Route Options Question 2 from Online Survey**

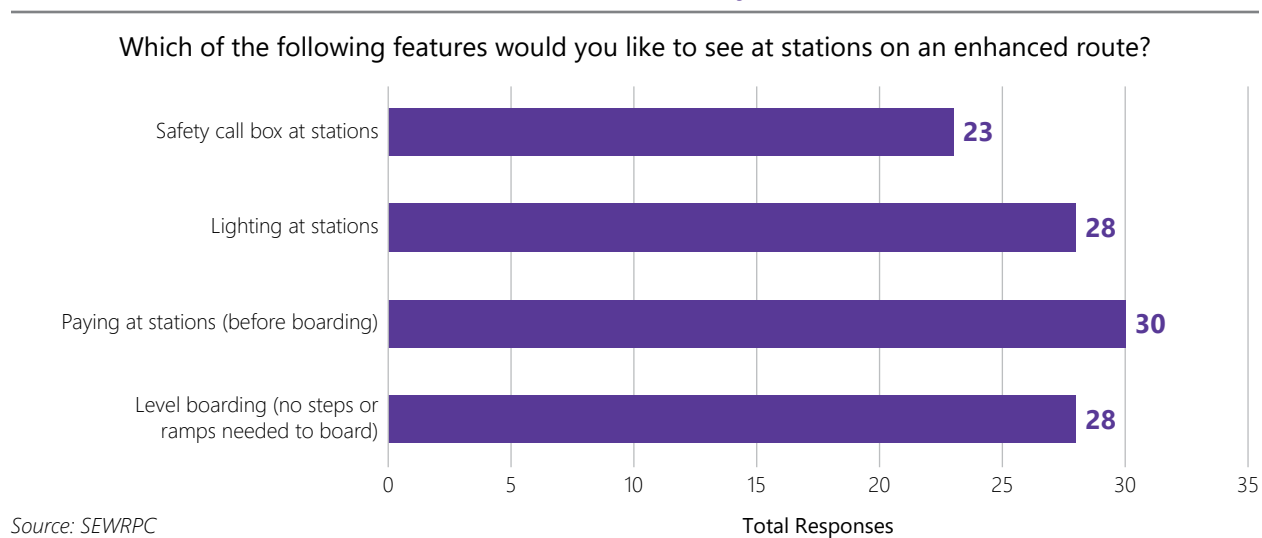


## Station Locations

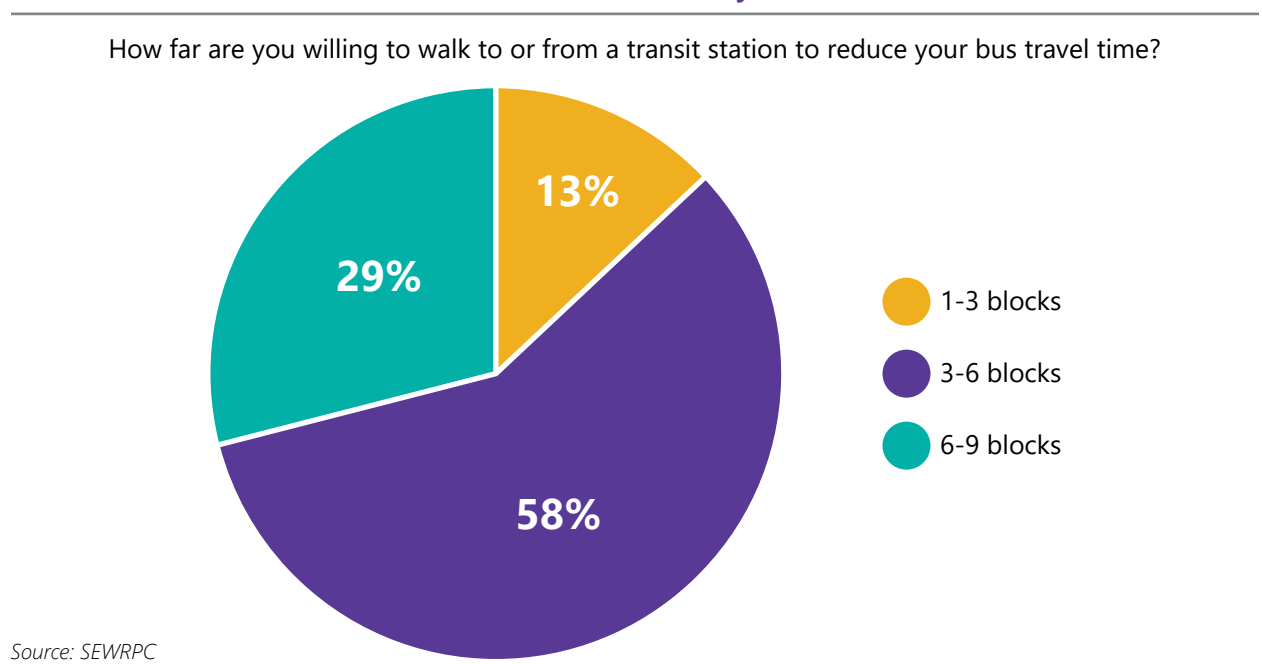
Themes from open-ended comments:

- Support for suggested station spacing at 1/4 to 1/2 miles (6)
- Concern about access for people with disabilities if stations are spaced too far apart (3)
- Suggestion that stations should be connected to sidewalks and on pedestrian-friendly routes and close to building entrances, when possible (3)
- Support for a station that serves the Menomonee Valley (2)

**Figure 7.5**  
**Results of Station Locations Question 1 from Online Survey**



**Figure 7.6**  
**Results of Station Locations Question 2 from Online Survey**



### ***Map of Preliminary Route Options***

A map of preliminary route options using the Remix transit mapping tool were shared during the meeting, via a link in a follow-up email to those that registered for the virtual public meetings, and on the project website, social media, and email blasts after the virtual public meetings. Like the first round of public involvement, the public was able to add comments to the map about the route alternatives and, in this instance, preliminary station locations in the corridor. Themes from comments are shown below with a detailed record of comments in Appendix C. The number in brackets represents the number of comments within the theme.

- Support for South Option B, which would extend the route to Drexel Town Square (4)
- Support for integrating transit stations with bike trails and bikeshare docking stations (4)
- Support for minimizing stations and increasing speeds in less-developed segments of the corridor, such as the area between Layton Avenue and the Northwestern Mutual Franklin Campus (3)
- Support for traffic calming at intersections with transit stations (3)
- Support for headways of 15 minutes or less, 7 days per week (2)
- Support for separating transit lanes and bike lanes and adding protected bike lanes (2)
- Support for a transit “hub” at Bayshore and better connecting the park and ride to Bayshore (2)

### **Addressing Public and Stakeholder Feedback**

Feedback from both the first and second round of public involvement serve as input to the Tier 1 and Tier 2 Evaluations, which provided a high-level review of route and technology options to define alternatives for further analysis. Details on how public feedback is incorporated into those evaluations is included in those reports.



## 8.1 INTRODUCTION

Round 3 of public involvement took place from October 25 through December 10, 2021, and focused on sharing a synopsis of the results of the draft Tier 1 Evaluation and preliminary results from the Tier 2 Evaluation. Feedback about the draft Tier 1 Evaluation, route options and configurations, station features and locations, and bus-only lanes was solicited during the virtual meetings and through a series of short public input forms that were posted on the project website. This round of public involvement again consisted of three virtual public meetings (held in lieu of in-person meetings in keeping with COVID-19 precautions), which included a Spanish-only meeting, email and social media blasts, and corridor mail drops.

## 8.2 VIRTUAL PUBLIC MEETINGS

Virtual public meetings took place on Monday, October 25 from 6:00 – 7:30 P.M.; Wednesday, October 27 (Spanish-only) from 6:00 – 7:30 P.M.; and Thursday, October 28 from 10:00 – 11:30 A.M. and were hosted on the Zoom meeting platform. Attendees were required to register for the meeting in advance through the project website. American Sign Language (ASL) interpreters were present on the October 25 and October 28 meetings to provide interpretation services to anyone who needed it. The meeting on October 27 was provided entirely in Spanish. All meetings were recorded and posted on the project website in English and Spanish.

### Meeting Notification

The project team notified the public about the virtual meetings in several ways, including:

- Sharing a press release with several local media outlets, including minority-focused newspapers, which was picked up by *Urban Milwaukee*
- Sending an e-blast to the study contact list and Commission contacts in Milwaukee County, which included 544 people
- Posting information to the project website and the SEWPRC website
- Sending an email through the City of Milwaukee's E-Notify listserv
- Sharing information on social media through MCTS, SEWRPC, and advisory committee member's accounts
- Creating social media packets for Community Partners and CAC and TAC members to share on their social media accounts

### Meeting Format

The meeting was entirely virtual, hosted on the Zoom meeting platform with participants having the ability to interact with the project team by unmuting themselves and speaking, or by typing questions or comments in the chat. The meeting format is described in more detail below:

#### 1. Welcome and Introductions

Project staff welcomed participants and introduced project staff, interpreters, and Community Partners.

#### 2. Review Public Involvement Feedback

Project staff provided a summary of feedback received during the second round of public involvement.

### **3. Review Draft Tier 1 Evaluation Results**

Project staff reviewed the draft results of the Tier 1 evaluation, including the transit technology and route options that were recommended. Questions and comments about the draft Tier 1 Evaluation were solicited and received at this time.

### **4. Discuss Preliminary Tier 2 Evaluation Results**

Project staff shared preliminary analyses for the Tier 2 evaluation, which included sharing information about:

- Preliminary locations and impacts for bus-only lanes
- Configuration options in the form of cross sections in select locations along the corridor
- Possible solutions for allowing safe coordination with bike lanes
- Options for physical barriers to help enforce bus-only lanes in areas where reckless driving is a concern
- Station features and locations
- Preliminary capital cost estimates

Comments on these topics were solicited and received at this time.

### **5. Next Steps**

For the final portion of the meeting, staff provided next steps for the study, including additional options for participants to provide feedback.

After the conclusion of the meeting, the project website was updated with short surveys to answer questions and provide open-ended feedback about the draft Tier 1 Evaluation, route options, station features and locations, and bus-only lanes. These surveys were open through December 10. The public also had the option to provide written comment via email, mail, or fax.

### **Meeting Registrants and Survey Respondents**

In total, 64 people attended the virtual public meetings. Attendance totals for each of the three virtual meetings is included below.

- Monday, October 25, 6:00 – 7:30 P.M.: 35 attendees
- Wednesday, October 27, 6:00 – 7:30 P.M. (Spanish-only): 0 attendees
- Thursday, October 28, 10:00 – 11:30 A.M.: 29 attendees

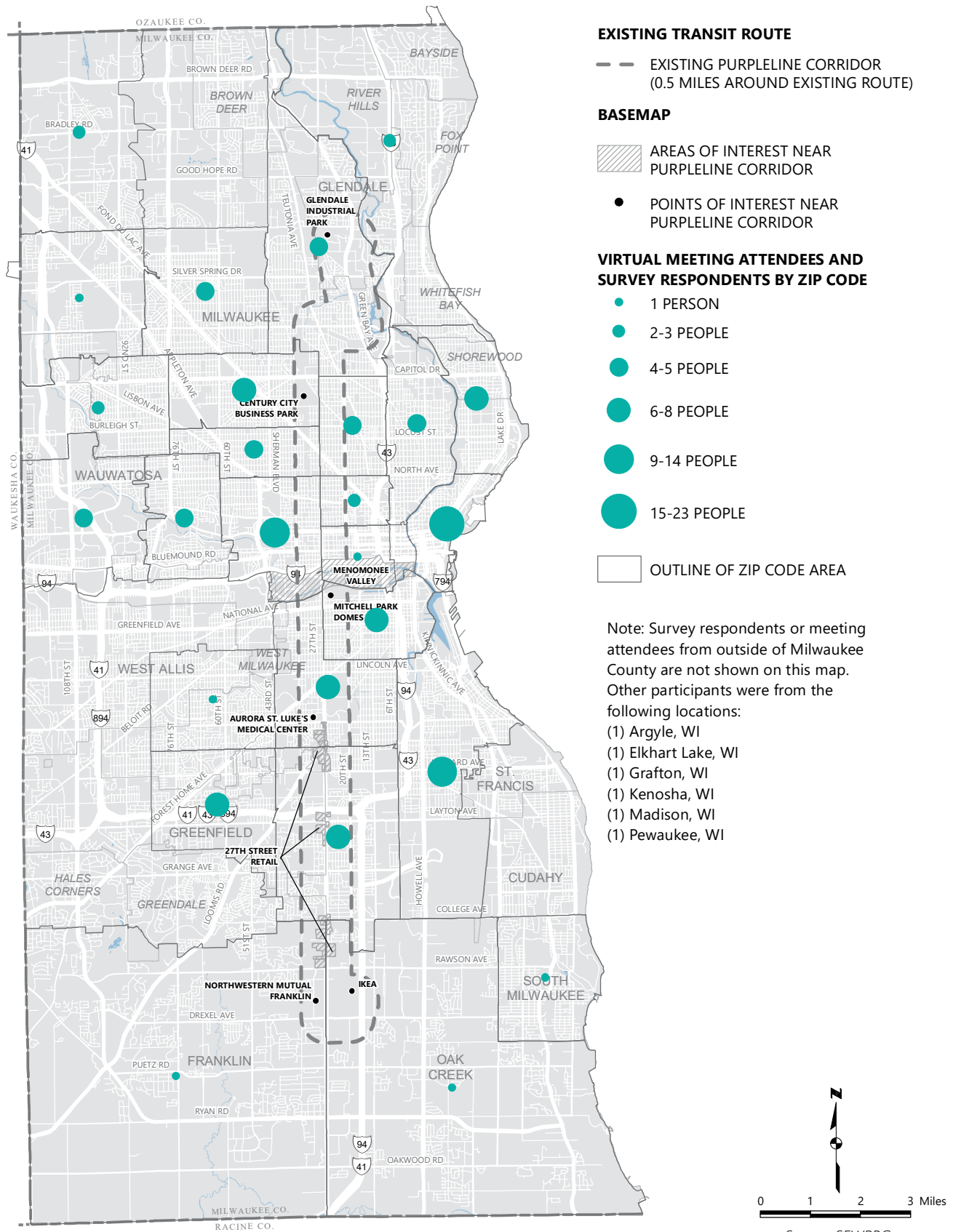
Although no one attended the virtual Spanish-only meeting the recording was shared and posted to the project website and was viewed 5 times.

Again, as part of the registration for virtual public meetings and in a question in the follow-up surveys, individuals had the option to provide their zip code to help the study team understand whether participants lived within or near the study area. Map 8.1 shows the number of meeting participants and survey respondents by zip code in Milwaukee County.

Four short surveys—each geared toward collecting feedback about a specific study topic (draft Tier 1 Evaluation, route options, stations, and bus-only lanes)—were posted to the website following the public meetings. A total of 130 responses were collected for the three surveys.

## Map 8.1

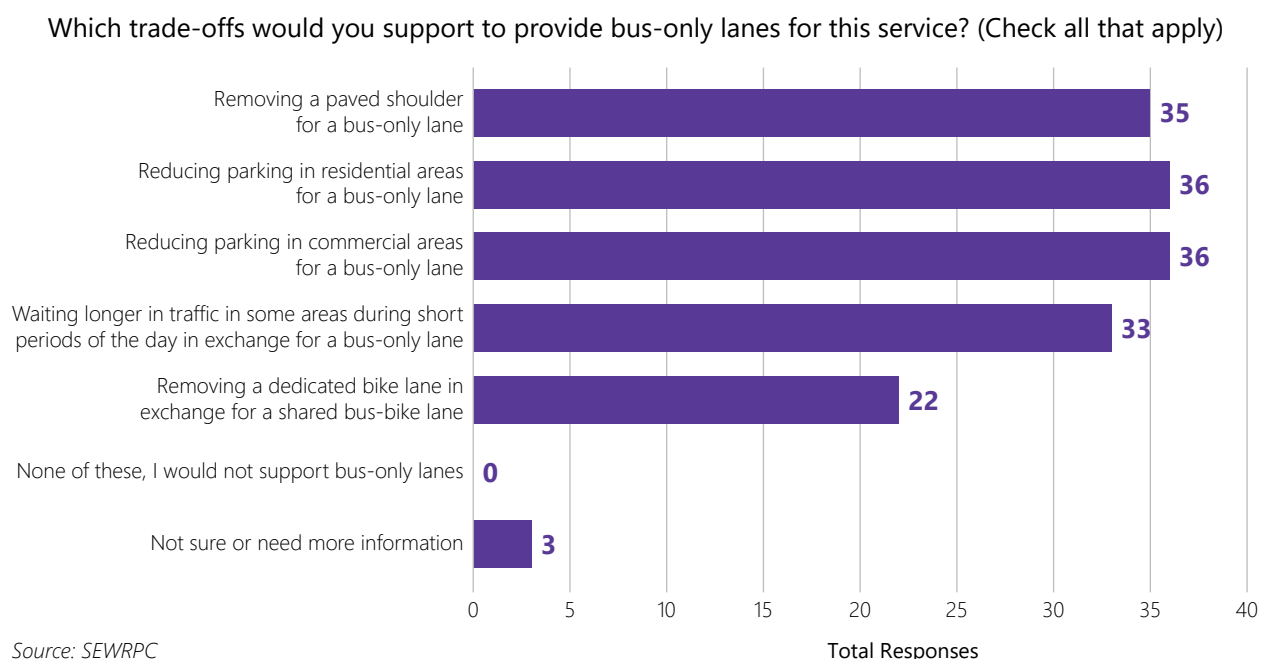
### Round 3 Public Involvement Meeting Participants and Survey Respondents by Zip Code



## Themes from Public Comments

Themes from comments are listed below, categorized under four key topics: (1) the draft of the Tier 1 Evaluation, (2) route options, (3) bus-only lanes and other service configurations, and (4) station features and locations. Themes from comments under those topics for both the meetings and the surveys are combined and listed below along with results of a specific questions asked in the website survey (Figure 8.1) under the bus-only lanes topic. Detailed comments from the third round of public involvement are included in Appendix D.

**Figure 8.1**  
**Results of Bus-Only Lanes Question 1 from Online Survey**



## Comments on Preliminary Draft of Tier 1 Evaluation

Themes from open-ended comments:

- Support for BRT (14)
- Preference for a rail option (5)
- Concern about “consistency with corridor character” evaluation (2)

## Comments on Route Options

Themes from open-ended comments:

- Support for North Option 2 to Bayshore (6)
- Support for South Option C to Ascension Franklin (3)
- Support for South Option B to Drexel Town Square (3)
- Support for North Option 1 to Brown Deer (2)
- Support for open BRT options on the north and south ends of the route (3)

### ***Comments on Bus-Only Lanes and Other Service Configurations***

Themes from open-ended comments:

- Support for dedicated lanes wherever possible in the corridor (22)
- Opposed to removing bike lanes in favor of bus-only lanes (7)
- Support for transit signal priority wherever possible (5)
- Support for including physical barriers to separate bus-only lanes from travel lanes in some locations along the corridor (4)
- Suggestion that flexible or on-demand transit be used to serve destinations beyond BRT route termini (4)
- Support for a center-running bus-only lane where possible in the corridor (4)
- Support for shared bus-bike lanes (3)

### ***Comments on Station Features and Locations***

Themes from open-ended comments:

- Support for heating stations in the winter (4)
- Concern about pedestrian safety at existing Bayshore bus stop; suggestion that BRT station location be re-evaluated at Bayshore (2)
- Suggestion that bike share stations be located near BRT stations wherever possible (2)
- Suggestion that cameras and safety call buttons be included at stations (2)
- Suggestion that regular cleaning and maintenance of stations be conducted (2)
- Support for station locations as presented in public involvement materials (2)
- Concern that stations are located too far apart and will not be easily accessible for seniors and people with disabilities (2)

### ***Other Comments***

Themes from open-ended comments:

- Opposed to project for various reasons (e.g., disapproves of funding public transit generally in Milwaukee County, questions demand for enhanced transit, unhappy about East-West Bus Rapid Transit project) (8)
- Suggestion to enhance bike lanes wherever possible in the corridor with buffers or barriers (4)
- Concerns about traffic and pedestrian safety on the corridor as it exists today (2)

### ***Addressing Public and Stakeholder Feedback***

Feedback from the third round of public involvement served as input to the Tier 2 Evaluation. Details on how public feedback is incorporated into those evaluations is included in those reports.



## 9.1 INTRODUCTION

The public was invited to review and provide comment on the preliminary draft of the Tier 2 Evaluation report, which included the draft recommended alternative, from September 16 through October 3, 2022. This served as the study's final public comment period. Although no additional public meetings were held, information was shared via the study website, a press release, social media, and an email blast. Information included web links to the draft report and short videos (in both English and Spanish) that summarized the report and draft recommendations. A public comment form was available on the website and comments could also be submitted via email, U.S. mail, phone, or fax during the comment period.

## 9.2 THEMES FROM PUBLIC COMMENTS

During the final round of public comment, 31 comments were received. Themes are listed below:

- Support for the draft recommended alternative as presented (20)
- Concerns about reckless driving in the corridor, suggesting that safety enhancements such as improved pedestrian crossings and vertical separation elements be prioritized (4)
- Preference to include additional bicycle infrastructure such as bike parking at stations, bike storage on vehicles, and locating bikeshare stations near BRT stations (3)
- Opposed to proposed BRT service (concern about cost and/or cost effectiveness) (3)
- Concerns about safety of shared bus-bike lanes—prefer to have dedicated bike lanes and dedicated transit lanes separate from one another (2)

Detailed comments from the fourth round of public involvement are included in Appendix E.

### Addressing Public and Stakeholder Feedback

Feedback from the final round of public involvement served as input to the Tier 2 and Tier 3 Evaluation reports. Comments did not warrant significant changes to the recommended alternative; however, minor changes were made to the Tier 2 Evaluation, which are described in the Tier 3 Evaluation report.



# APPENDICES



## **INTRODUCTION**

This appendix presents a summary of results from passengers who participated in the PurpleLine corridor bus stop survey. The survey was distributed during June and July 2021.

## **SUMMARY OF PURPLELINE CORRIDOR BUS STOP SURVEY**

A total of 490 responses were received with 479 paper surveys returned, and 11 responses to the web survey, which was accessible through a QR code that was posted on signs at high-ridership bus stops and on the paper survey itself. Representatives from Community Partner organizations and SEWRPC staff distributed the survey to bus riders at 27 high ridership stops along the corridor. Bus riders were asked to answer eight questions about how they currently use the bus in the corridor and what they would like to see in a transit enhancement in the corridor. A summary of survey responses received are presented below.

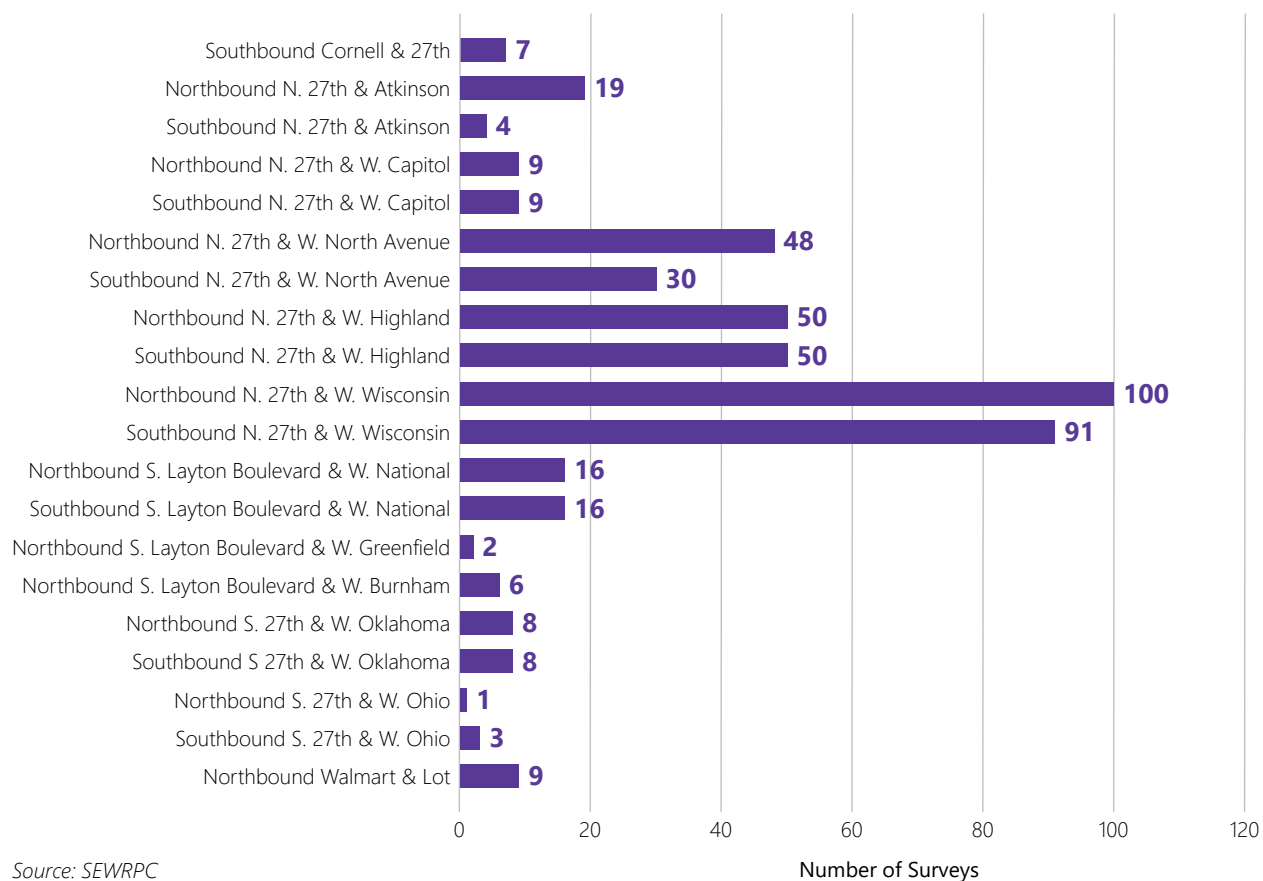
# **BUS STOP SURVEY RESULTS**

# **APPENDIX A**

**Question 1: What is the nearest street intersection to the bus stop you used to get on or off the bus today?**

Figure A.1 shows responses to question 1, which was verified using location-based IDs, as assigned to each survey.

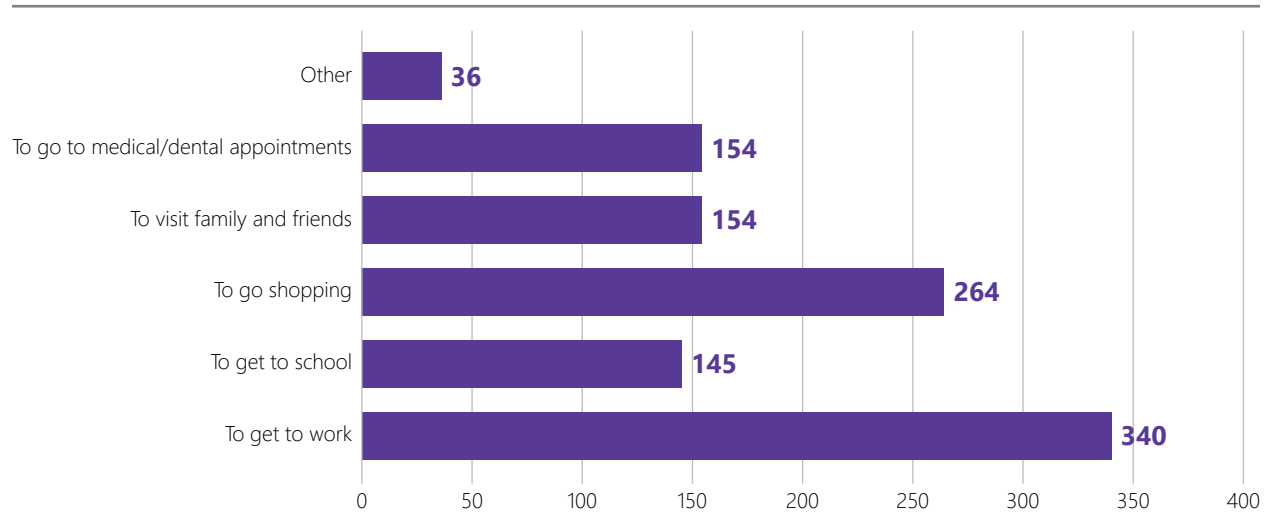
**Figure A.1**  
**Survey Responses by Bus Stop Location**



## Question 2: How do you currently use the bus? (Check all that apply)

Figure A.2 shows the responses to question 2.

**Figure A.2**  
**Responses to Question 2**



Source: SEWRPC

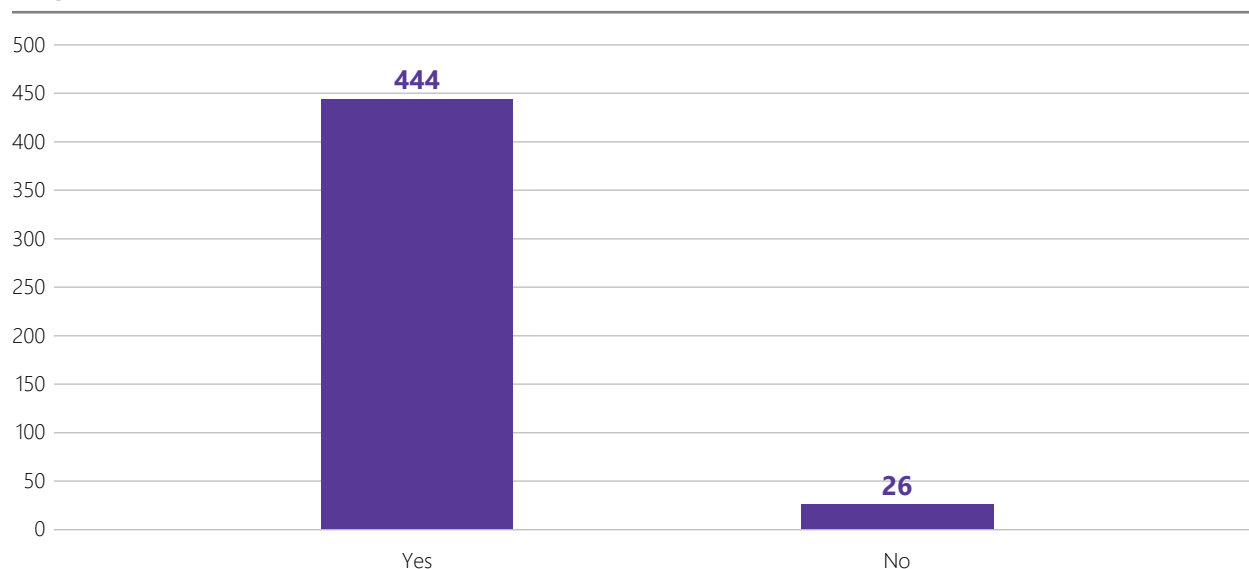
Additional comments in response to question 2 are included below. The number in parenthesis indicates how many surveys included this response.

- Other: Personal use (6)
- Other: All (3)
- Other: Church (2)
- Other: Specific Street Location (2)
- Other: Bank (1)
- Other: Entertainment (1)
- Other: Gym (1)

### Question 3: Do you use the bus as your main form of transportation?

Figure A.3 shows the responses to question 3.

**Figure A.3**  
**Responses to Question 3**



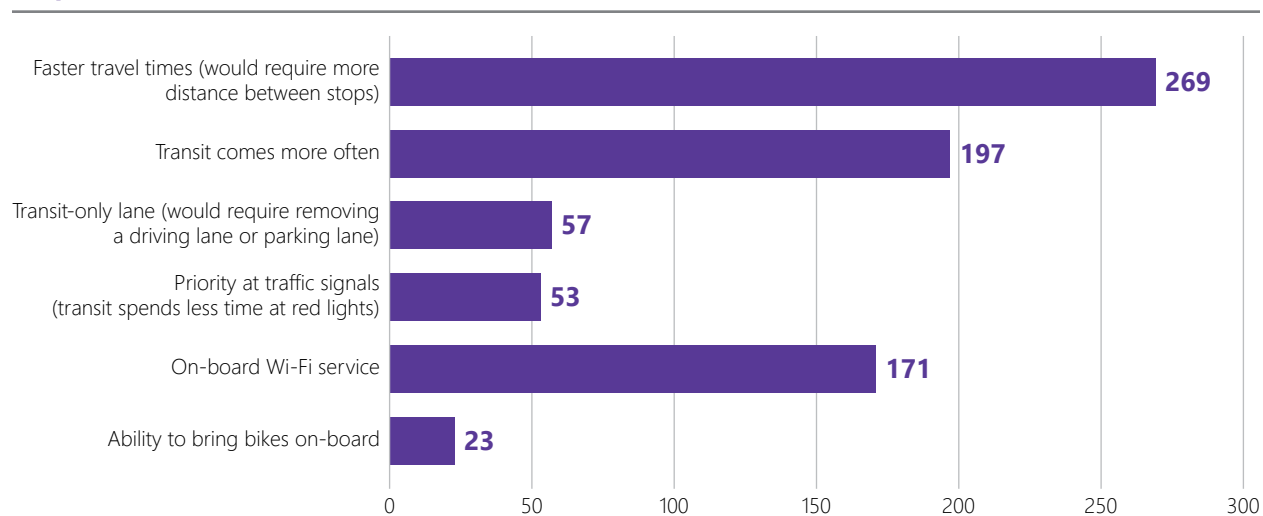
Source: SEWRPC

### Question 4: What features would you like to see in an enhanced transit service? (Check all that apply)

#### Part 1: Vehicle and Service Characteristics

Figure A.4 shows the responses to part 1 of question 4.

**Figure A.4**  
**Responses to Question 4, Part 1**

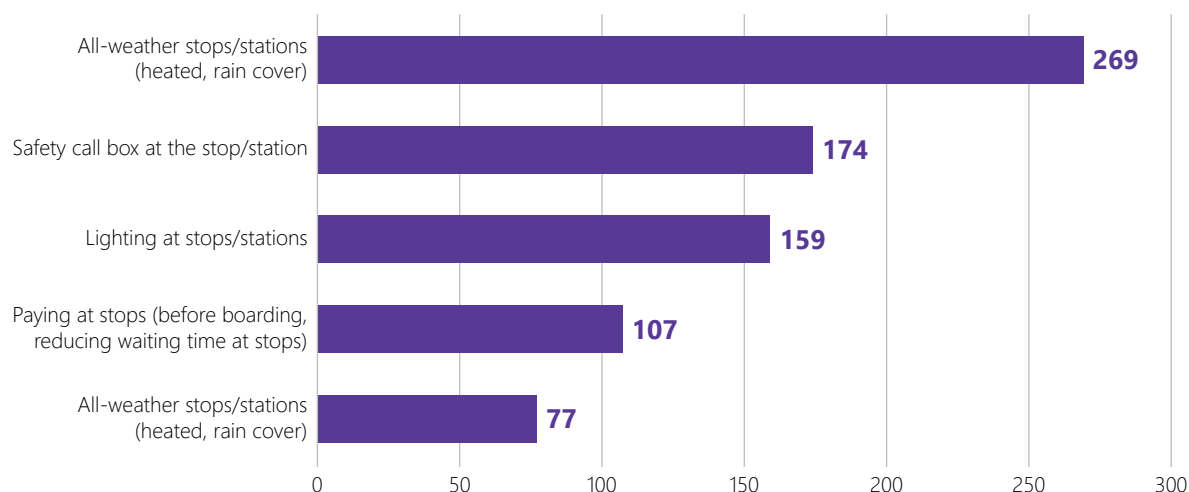


Source: SEWRPC

## Part 2: Stop/Station Characteristics

Figure A.5 shows the responses to part 2 of question 4.

**Figure A.5**  
**Responses to Question 4, Part 2**



Source: SEWRPC

### Question 5: What are the top three most important places along the corridor? (Open-ended question)

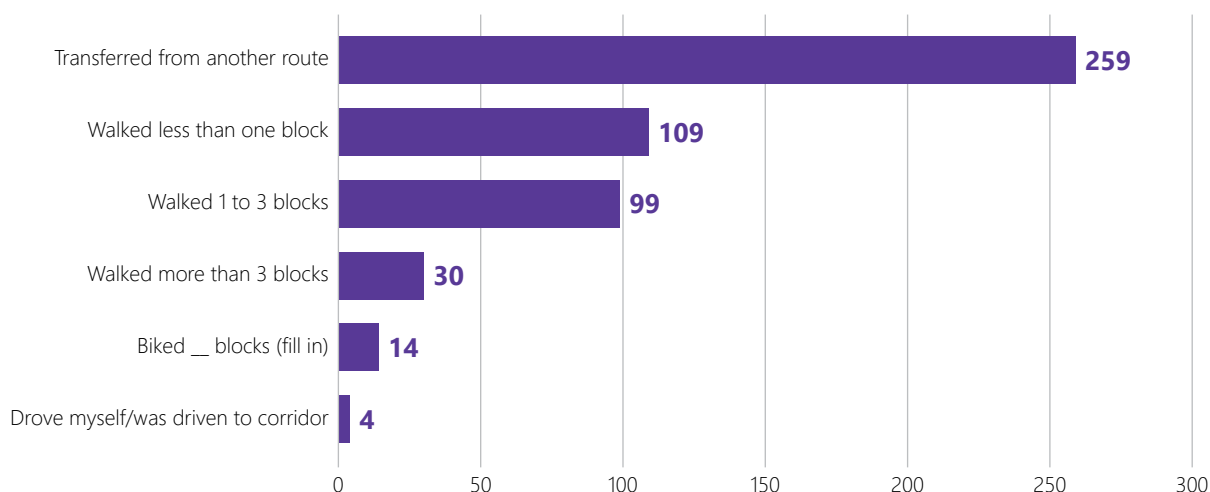
Below are the themes from responses to question 5: The number in parenthesis indicates how many surveys included this response.

- Using the bus to go to stores. Examples include shopping centers, grocery stores, Walmart, Family Dollar, the mall, Kilbourn Supermarket, Walgreens, etc. (112)
- Using the bus to go to businesses. Examples include restaurants (Daddy's Soul Food), bars, banks, daycare, church, hospitals, Neighborhood House of Milwaukee, etc. (91)
- Using the bus for personal use. Examples include going to work, their home, gym, school, etc. (40)
- Using the bus to stop at street locations along 27th Street. Examples include Capitol, National, Wisconsin Ave, Oklahoma, etc. (30)

### Question 6: How did you access the transit on the 27th Street Corridor today?

Figure A.6 shows the responses to question 6.

**Figure A.6**  
**Responses to Question 6**



Source: SEWRPC

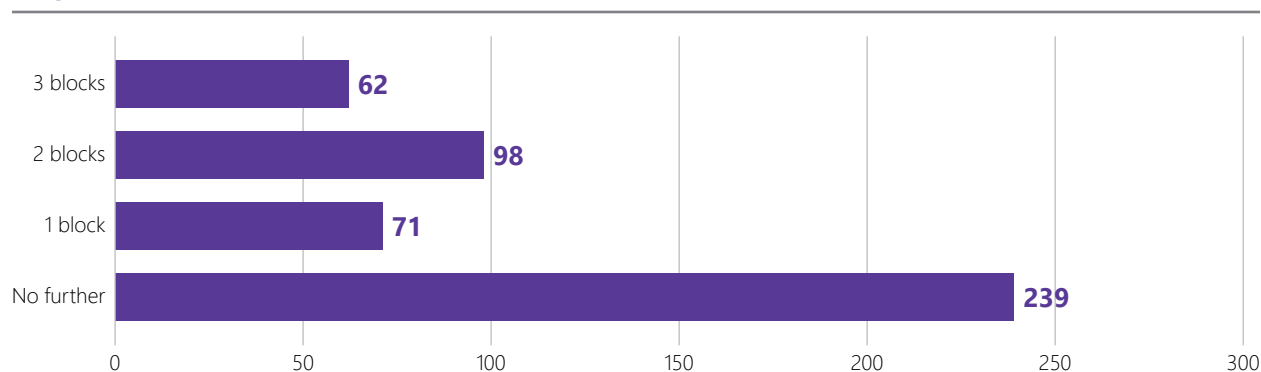
Additional responses regarding how many blocks an individual biked to get to the corridor are shown below.

- Biked 2 blocks (4): 0.82%
- Biked 1 block (2): 0.41%
- Biked 3 blocks (1): 0.20%

### Question 7: How much further would you be willing to walk to or from a stop for shorter travel time?

Figure A.7 shows the shows the responses to question 7.

**Figure A.7**  
**Responses to Question 7**



Source: SEWRPC

**Question 8: What other comments do you have about enhanced transit along or near 27th Street?**

Below are the themes from responses to question 8. The number in parenthesis indicates how many surveys included this response.

- No improvements: everything is good (15)
- Better safety (seat belts) and security (staff, cameras, emergency buttons, security boxes) on bus and at bus station (14)
- Better bike racks (2)
- Better and nicer bus drivers (8)
- Bus improvements/maintenance (8)
- Charger on bus or at bus stations (7)
- Better bus shelters (5)
- Cleanliness on bus and at bus stations (6)
- Faster stop times (4)
- Adding bus locations to the corridor (3)
- Adding Wi-Fi services on the bus (3)
- Bus accessibility such as stroller area, bus stop button (instead of pull-line), wheelchair and elderly priority seating (3)
- Lower bus fares (2)
- More buses and bus shelters (3)
- Utilize abandoned buildings for more resources (2)



Detailed comments that were received during the first round of public involvement are provided in this appendix. All comments are provided verbatim as they were received during the virtual meeting or through the online survey and listed by topic and in the order they were received.

#### **RESPONSES TO QUESTIONS ABOUT EXISTING TRANSIT IN THE CORRIDOR**

At the beginning of the virtual meeting and in the online survey, participants were asked four questions about existing transit in the corridor to gauge what they would like to see in an enhanced transit service. Detailed responses are provided below each question.

# **DETAILED COMMENTS FROM ROUND 1 OF PUBLIC INVOLVEMENT APPENDIX B**

**Q1: In your opinion, what is working well with transit in the corridor?**

- asset: the frequency
- purple line connects well with other MCTS routes
- It is a very important route right down the middle of the city connecting to many key east/west routes
- Not a lot of turns, making it faster and easier to understand. Just walk to 27th!
- It serves many people and most of those are transit-dependent for jobs/errands/etc.
- Purple line is better than route 27 was with stop spacing.
- When you look at employment opportunities, there is a diversity of sectors including, retail, restaurant/hospitality, health care and manufacturing along the corridor
- I do like the frequency of the purple line
- The route has great frequency, great value to people in either getting to their destination or connecting to an east/west route, and serves as a spine through the city
- Buses have always been one of the only options for poor, poverish, underpriveleged communities as transportation and that hasn't always even been reliable. Its just been our only source given.
- The route is simple and easy to understand within the grid MCTS system
- Amount of public service
- Conversion of all #27 service to Purple Line Service
- Accessibility to the route has been a great. Catching the purple line is easy!
- Transfers to other MCTS routes works well.
- Not much. Needs more efficient access and reliable service all the way.
- The commercial aspect-- and the connectivity between different neighborhoods
- I have used Purple Line only a couple of times as my transit needs are mostly elsewhere, but I was satisfied with the experience. I rode off-peak.
- This is an important route.
- Short duration of wait times between busses.
- The PurpleLine is one of the most important routes in the system, and it is also the fastest route. The level of service in the corridor is currently great.
- It covers a massive swath of the city.
- The purple line
- The location of the corridor is ideal.
- Frequency of service for MCTS, good distance that it runs with lots of transfer options.
- The bus line exists.
- Amount of stops
- Simply put, transit in this corridor is used. Now that my job and commuting route has changed I rarely ride the bus in this corridor, but there were several years where I rode the old route 27 and then the Purple line regularly. It was a very busy route serving a wide range of transit riders. It had frequent service and moved people efficiently.
- The bus routes work well.
- "I live on 57th and North.
- I work in Oak Creek off the highway.
- I want a moderately quick way to get to work everyday that isn't driving."
- Serves a lot of residents and uses
- There are a lot of jobs in this corridor and it is great there is a bus route that serves the jobs.

- Improved linkages to the existing transit network
- Frequency of service.
- The purple line is doing a good job of serving Milwaukee county residents who live within a half mile of the route.
- That the MCTS still exists!!!!
- Location is convenient.
- It connects numerous job centers and neighborhoods.
- High frequency = high ridership
- Despite only taking up a small portion of traffic, the purple line carries around 30-45% of the people using that corridor everyday.
- The existing routes connect to a lot of important resources for people using public transit.
- It's a very active transportation corridor linking people's residences with jobs, commerce, healthcare, and activities.
- The Purple Line comes at a reasonable pace and has convenient stops.
- Relatively time efficient route between the valley and Franklin/Oak Creek via car.
- Bus frequency
- Increased frequency of busses

**Q2: What is missing to better support riders in the corridor?**

- #2. shelters, covering from elements
- Dedicated lanes, better vehicles for transit, and better stations
- Pedestrian safety improvements at the stops at 27th & Capitol
- Q2: Better accommodations at stops
- clear, safe, easy, pleasant pathway from the bus stop to the destination--too many parking lots and poor walking routes
- emergency resident responders
- Q2: A lack of bus shelters, wayfinding/signage. Easily the biggest issue I have with MCTS after service frequency.
- not just paramedics/police mya has been hit 3 times by car that and it was residents that stayed with her till paramedics responded.
- Travel on 27th St can be slow moving very often. What in your opinion proposed transit service can make that travel experience on 27th St more efficient?
- Q2: Dedicated Lanes/Right of Ways/Signal Priority
- Bus shelters, if they exist at all, are not great. But this is an issue across all MCTS
- No real connectivity from stops to businesses (sidewalks to door). People have to dodge cars in parking lots.
- Q2 Just more efficient service.
- My gosh dedicated lanes
- Dedicated lanes and/or signal priority
- incorporating pedestrian access
- High frequency service
- Q2. It would be nice to have a midpoint sub-station between the two endpoints where commuters could purchase coffee, newspapers etc. while waiting for transit. For instance, north, center & fond du lac is a very busy cross road and could support a sub-station

- Better pedestrian and bike access
- An upgrade and modernization to the line. This route should ideally be rail, with dedicated travel lanes, greater accessibility on the vehicle and on the station, improved stations/stops, improved connections from station to surrounding areas, and incorporating traffic calming with pedestrian and bicycle improvements for 27th street.
- "What's missing in these corridors? I would respond is more options. Like the trolleys, pedicab stations, scooter stations, emergency phone booths, more bench stations and protection regarding safety for those in commute. Would like to see possibility of open discussion of residents within community trained and hired as special emergency responders set in place till our paramedics or police are called on site for emergency situations. In the past when these responders like police or medics have not been present immediately it was community residents that have responded till expert help arrived. So perhaps cpr certification, first aide training. Fire extinguishers stations inside phone booth station. So altogether emergency booth stations ready for these responders at short notice. Partnered Elder,Adult/youth Crossing
- guards. Rail trains etc. "
- Better shelters at highly-used stops (could use heaters or bump-outs)
- Frequency and extending route farther. Clarity about east/west connections.
- I think collaboration among MCTS and employers on the purple line route could be tighter. Access to capital and economic mobility is of dire need to underserved populations. MCTS actively marketing employment opportunities would be huge.
- Pre-covid, the buses were often crowded, slow to board, and were slowed down by the boarding and getting off the bus; the legibility of the landscape is hard to discern when on the bus where the windows can be made opaque by advertisements--hard to know when your stop is coming up.
- In my opinion, a quality passenger LRT service.
- Adequate and well-kept shelters. Existing ones are old, worn down, and typically, very dirty. There are also various places where there aren't any shelters. Additionally, there are very limited safe crosswalks. Due to the traffic and congestion along S. 27th St-- pavement markings are easily worn down. Perhaps investing in more pedestrian friendly lighting, sidewalk carvings for busses to safely pull in, elevated cross walks, etc. Lastly, electronic signage on shelters and/or stand alone signage of upcoming busses!! Not everyone has a phone-- these signs are understood universally.
- The only drawback to current bus service is getting from one end of the corridor to the other when you're in a hurry. Light rail or perhaps less effective bus rapid transit corridor would mitigate this.
- Security.
- "Are any area rail routes available that could also connect to job opportunities outside Milwaukee?"
- A single self propelled light rail car may pay off."
- Dedicated transit lanes that can reduce travel times.
- I don't really feel anything is missing with respect to transit in this corridor. This is the fastest route in the system as it is.
- Safer infrastructure for people walking to get to these buses and across a major multilane street. Bus stops with shelter, seating, plants, lighting.
- It's too slow with too many stops
- Transit speed and facilities for pedestrians and bikes to improve access
- Speed. Light rail would be ideal here. Driving is difficult because of inconsistent drive times, congestion and dangerous drivers in some neighborhoods.
- Would love to see rail and increased density around transit stops.
- Dedicated lanes, more robust service, improved frequencies, level boarding and off boarding fares.
- Increased bus frequency to reduce number of riders on each bus. Enhanced bus stops that include seating and early childhood learning pop spots.

- More transit frequency and options
- More frequent service, quicker service (perhaps with BRT), and a better waiting experience at bus stops. Bus stops are frequently an after-thought or, in some cases, are purposely made to be uncomfortable and uninviting to discourage transit riders. However, more comfortable bus stops with more welcoming features and branding will attract a wider range of transit user and make the experience more enjoyable for existing transit riders.
- Comfort and safety. Bus stops need to be better lit and sheltered from the weather. An evaluation needs to be done to determine if smaller more efficient buses can be used at some times or on less busy routes. Street lights need to be working. The street lights in the median in front of Maria's Pizza (5000 block of West Forest Home Ave) have been not working since sometime last year. Several calls to the city gave been unable to get these lights working. I don't use the bus, but I am concerned about safety which street lighting is part of.
- "I live on 57th and North.
- I work in Oak Creek off the highway.
- I want a moderately quick way to get to work everyday that isn't driving."
- "1) UWM/MATC educational extensions: Putting educational resources and tutoring close to the people and jobs in this corridor will make it easier for individuals to upgrade their skills.
- 2) Bicycle hanging racks on the sides of buses: I have not seen it done, but I don't see why it would not work. They would extend the useful reach of this project.
- 3) Civic Hygiene: I live near the Wisconsin Avenue intersection of this route, and it is trashy. No amount of investment will improve this area until people and businesses pick up after themselves. Why are the Family Dollars at 930 N. 27th Street and 743 S. Layton Boulevard so much worse than all the others? Yuk!"
- More frequent and faster service
- Despite the jobs, there isn't a lot of dense new housing and this area is ripe for it. Some areas, especially in the southern section of the route of 27th St, are really not walkable and are not bike friendly. Big box store lots with parking lots in front are not ideal to attract pedestrians.
- More efficient options, such as BRT or preferably a light rail/subway line.
- Bus stop improvement.
- BRT or another expedited bus service is needed for faster travel for transit riders.
- faster transit times
- More frequent arrival times, faster travel.
- Pedestrian friendly roads, more job centers, less cars driving crazy/less drive lanes, better enforcement of traffic laws (ie any enforcement of any laws), more destinations, more destinations that didn't require cars
- Shelters, dedicated lanes
- Speed, and safety. Pedestrian improvements like wider side walks...etc.
- Speed. It simply takes far too long to take a bus along 27th street instead of a car.
- More reliable transportation frequency for public transportation, ideally one where public timetables were unnecessary
- Public transit has to become more accessible so that it is easy, safe, and comfortable in comparison to a comparable trip in a car. As it stands, the corridor's buses come frequently, but there can still be a bit of a wait. The weather plays a big part of this, too, since many stops are without shelters or seating and can be brutal in the winter. The bus also gets stuck in traffic often which causes further annoyance and may turn people off from riding.
- Bus only dedicated lanes, larger bus shelter with electronic signs showing when next bus will arrive.
- Even more busses

### **Q3: What would be the most important improvement to transit in the corridor?**

- if transit could motivate denser, more pedestrian-oriented land use in the area
- #3. security and safety
- Light rail (either on street or using the 30th street corridor) providing for a new north-south spine for our regional transit system.
- Would also agree that a light rail option would be highly significant to improving the quality of the area
- Q3. Safety
- Changes to landuse on S 27th to make a more inviting commercial district
- ...and far fewer parking lots
- safe enviornment to board
- security
- safety on board the ride
- emergency call button onboard
- cameras that connect to local law enforcemet
- dedicated lanes whether that be light rail, or BRT along the whole route, if the BRT is chosen and the route isn't dedicated lanes I don't see the difference to the purple line that is already in place
- A dedicated, center running, light rail or streetcar on 27th street up to at least Lisbon would be awesome. From Lisbon north, the road narrows, so if it is possible to use the 30th rail corridor north from Lisbon that would make sense to me. Additionally, while not a priority for this project, the 30th rail corridor should be primed to one day share a light rail or commuter line from the north to the intermodal and beyond to the airport/Racine/Kenosha
- Something to ensure buses are prioritized like camera-enforced bus lanes, separated ROW, and/or signal priority
- Greater physical access, more frequency and more efficient transports. Also safe bus shelters
- Speed and Frequency
- The most important improvement to transit should come in the form of MCTS be more visible within the community in terms of constantly marketing employment opportunities, making the path to begin a career at MCTS for entry level workers easier, and strengthening relationship with community groups.
- Better transit vehicles that are emissions-free, ride more smoothly, allow faster boarding and exiting, and work better to offer a clear and coherent path from the experience on the vehicle to exiting. Remove barriers for underserved residents and car-free residents by getting their perspective on the transit service. As a car-free resident, I can see so many blind spots in your evaluation of transit. These blind spots perpetuate inequities.
- Reliable, affordable, and efficient transit to get from top to bottom of the city. The N & S sides of the city desperately deserve quality transit to better access jobs and the city in general.
- electronic signage on shelters and/or stand alone signage of upcoming busses! 2. diverse transit options. Why doesn't the trolley go into black and brown communities?
- Improved, sheltered stops, including highly visible transfer stations. At the very least, express buses that make fewer stops.
- More frequent service.
- Addition of a light rail line that connects communities.
- Perhaps ensuring the buses are more frequently on time.
- zoning changes to allow more multilevel housing and less set back of huge parking lots in front of shopping centers.

- Dedicated lanes and signal prioritization for buses.
- Frequency to connections to east/west lines, including east/west BRT
- Dedicated right-of-way.
- I think the road needs a road diet in conjunction with a rail option. Cars go WAY too fast and drive crazy with no enforcement. Reduce to one lane for vehicles, a rail line, and a dedicated bike lane separated from traffic. Keeping the existing footprint for the road will not work, the road is treated like a freeway.
- Extending service to job centers in suburbs without losing quality service (and cost effectiveness) is an important but tough balance to strive for.
- Improvements to bus transportation
- More frequency
- More frequent service is needed on all bus systems. However, specific to this corridor, I would focus on a better waiting experience at bus stops. Better design that creates a welcoming and comfortable space that people don't mind waiting a few minutes for the bus at.
- I see buses with few people riding quite often. Why not use smaller buses for low ridership times? Are there cameras on all buses? Are the cameras tied into the police or sheriff's department? Can the bus drivers have their own protective enclosures to prevent attacks from unruly individuals? I get a daily update on police calls emailed of the local crime around my building at 51st and Forest Home Ave. I see the amount of area crime taking place and now I am afraid to take walks at night. My cameras on the building work better if the city/county could get the street lights working so it's not so dark.
- I live on 57th and North. I work in Oak Creek off the highway. I want a moderately quick way to get to work everyday that isn't driving.
- Increasing frequency and speed of service
- High frequency, reliable transit and dense housing.
- BRT unless light rail funding becomes available. Commuter rail - and thus the 30th street corridor - should be viewed as a separate, although connected issue.
- Establish it as a major multimodal route. See Fort Collins's Mason Street as an example of what I mean. Put bus, bicycle and pedestrian travel and safety first and then consider autos. Can we please have one major north south corridor that isn't about autos first.
- Dedicated transit lanes would significantly improve transit expediency along the corridor. Light rail would also help supplement transit along 27th Street.
- light rail
- More frequent arrival times, faster travel.
- Reduce or remove a lane for vehicles and add light rail (not street car)
- Transit oriented development (employment centers, dense residential, cultural centers)
- Center aligned dedicated transit lanes for either bus rapid transit, street car, or light-rail. Separating it with curbs and or bollards would be essential to prevent people doing the "Milwaukee slide" into transit lanes.
- Adding rail capable of moving people up and down 27th street faster than the current bussing options would make me consider taking public transit for my daily commute to downtown. Especially if I could easily access the street car from the rail on foot.
- Greater frequency, dedicated transit lanes to move more people faster if the data shows it's warranted
- Transit priority is a must, either through light rail (which I prefer) or a dedicated bus lane. Light rail ensures that other traffic can't impede public transit when it has right of way. A dedicated bus lane could do the same if it's BRT, but if not, it might be substantially less effective because other traffic could (and honestly likely will) illegally occupy the lane.

- Fast transit between Wisconsin Ave and Ascension Hospital with LIMITED stops and last mile connectivity to those stops. We as a county cannot continue to do transit as we have in the past and currently. It's simply not meeting the needs of the community if a large portion of the county and major employment centers have no service.
- Bus only dedicated lanes, larger bus shelter with electronic signs showing when next bus will arrive. having stop lights turn green for busses
- More busses

## COMMENTS ON THE DRAFT PURPOSE AND NEED STATEMENTS

### Draft Purpose Statement

Below is the draft purpose statement that was presented at the virtual meeting and in the online survey for public comment:

*"The purpose of the Milwaukee North-South Transit Enhancement Study is to build upon Milwaukee's existing transit infrastructure and investment to support mobility throughout Milwaukee County, focusing on underserved residents in the corridor, supporting the local commitment to racial equity and social justice investments. This study is one step in helping Milwaukee County government to identify and address policies, practices and power structures that, whether intentionally or unintentionally, favor white people and create barriers for black, brown, and indigenous people. Racial equity is a top priority of Milwaukee County government."*

Comments on the draft purpose statement are provided below.

- We can address decades-long inequities in neglecting people who don't drive cars
- Fewer people are owning or using cars.
- Provide better access to employment in the region. Additional ridership will bolster economic development investment along the corridor.
- Purpose could also include goals for sustainability and better land uses
- Purpose: add/incorporate desire to attract non-needs riders. People who can drive but choose bus instead
- The equity focus in the Purpose statement is extraordinary.
- This is spot on
- I think accessibility is a key concept as well: accessibility for residents near the route to get to jobs and to run errands. Accessibility via synergies that arise from smart planning of other routes with this line.
- Persons with disabilities needs to be included in the purposes and policies in public transit
- All true, but the statement tends to promote the unfortunate stereotype that all transit is a "poor persons' service".
- I think this a great start. The next would be to describe specific actions that reflect racial equity.
- Committing to racial equity and social justice in transit means examining those barriers and disincentives that work against people using transit. These disincentives can be identified by a close examination of the entire context of the person who uses transit--including the total experience of getting to, boarding, riding, alighting, and leaving the vehicle to a destination--and asking what factors are leading to negative experiences. These barriers can be examined by looking at the hidden biases that are embedded in evaluating and planning transit by identifying assumptions about transit that people who drive cars have--such as parking should be free, speeds should be fast, all housing must have parking, and that transit should be discouraged. Ignoring these disincentives and barriers means structural inequities will continue, because transit mode and service choices will be made assuming that these are non-existent, and that a rationalist-only decision is possible: the fastest, cheapest bus, for example, will be seen as the only option. The purpose statement must operationalize the specific concept of racial and social injustice investments by understanding the total experience of people and the hidden biases in

the transit evaluation process that ignores car-free households and people who need to minimize transportation + housing costs + the costs of disincentives to transit.

- This is great. True statement.
- A good start! However, the County continues to underfund transit... this statement should be adopted by the state legislators to ensure continued funding to support these efforts as well.
- It's a near-perfect statement of metropolitan needs. The 27th St. corridor is remarkable in a number of ways but especially because it traverses a great stretch of urban central Milwaukee and suburbs in a linear, well-identified, North-South route. We need more such lines throughout the metro area. Serving densely populated regions of great cultural and economic diversity, this route itself should be viewed as a way to better unify the metro area in multiple ways besides just getting people around efficiently.
- For clarity, maybe include a hyphen in the middle of "under-served."
- This statement is quite solid. It is honest and straightforward with a purpose.
- Several high frequency routes serve areas in Milwaukee that are predominantly Black such as the PurpleLine, BlueLine, Route 21 and Route 30. I feel service is already great in these areas, especially on the PurpleLine corridor and I feel it offers racial equity currently.
- Good, but should include and emphasis on creating the backbone of the north-south corridor as one of the prime backbones of the city economically.
- Relies too much on ethnicity. Stop mentioning it in everything.
- Glad there is an acknowledgement that something needs to be done to help connect under-represented minority communities.
- Better public transit will help uplift disenfranchised people
- I like it. It addresses something I've long wondered about, which is why this corridor wasn't considered initially for BRT over the east-west BRT route that is close to being implemented. My only guess would be that this corridor primarily serves low-income people of color while the east-west BRT route serves a greater number of white-collar commuters. I believe we need multiple BRT routes, but I would've started with the north-south 27th street corridor for the greatest impact on the greatest number of transit dependent people
- Efficiently busing individuals up and down a corridor of poverty is not going to help them. Connecting them to educational resources, opportunities to upgrade their skills, and employment opportunities will help them. Education and skills are the keys to breaking barriers.
- Great focus on racial equity at the forefront
- I agree with it
- Love it! Now work on the equity issues aligned with our current transit system as it pertains to private ownership of vehicles. Particularly how we subsidize parking, road construction, etc for private vehicles when those funds could be used to create more valuable and productive, thus sustainable, transit infrastructure.
- Although I think it is important to recognize institutional biases that have contributed to marginalization of communities, the focus should be about providing equitable opportunities for residents along the corridor to travel to and from their wants and needs. Whether that is for work, household shopping, recreation or leisure. Included in the study should be a chapter or section about the historic impacts of transportation and land use decisions to historically marginalized communities. The message should be about unifying residents needs through a major transportation corridor with multiple uses. All this while respecting the unique needs and differences of those who use the corridor.
- This is a good purpose statement, but it casts in sharp relief the lack of a comprehensive transit plan for Milwaukee county and all of south eastern Wisconsin. A more comprehensive plan needs to actively discourage the expansion of roads and private vehicle use, while simultaneously encouraging the use of mass transit. Replacing travel lanes with dedicated transit lanes is one tactic, but if 20% of carbon emissions can be traced to private vehicle use, a more active plan to replace private transit with public mass transit is needed to have any real effect on global warming. Mass

transit must be understood in this light, or we risk simply shuffling the deck chair on the Titanic. That said, I appreciate the purpose statement making explicit the ties mass transit has to social justice.

- Adequate still made.
- Great draft purpose statement, can we make it reality and not just a “draft purpose statement”?
- This is great! Transit overwhelming supports better integration, and frees up personal funds for other pressing needs, and can help build generational wealth in that way.
- Good
- This is extremely necessary. The city has an abysmal proportion of poverty in communities of color, especially Black communities, and has only recently begun doing anything to fix this. The city de-industrialized a few decades ago leading to rapid job loss and neighborhood degradation. This won't be a silver bullet, of course, but this would connect residents from those areas with jobs and services without the need for a money-guzzling vehicle.
- Racial equity is a lofty goal that is meaningless if those experiencing inequity can't get to a decent job. Current transit fails in that regard. This is about jobs. The racial equity will happen with the jobs.

### **Draft Need Statements**

Below are the draft purpose statements that were presented at the virtual meeting and in the online survey for public comment. Comments are provided below each need statement.

#### ***Draft need 1: To provide an enhanced transit service that will increase frequency and reduce travel times for transit riders in the corridor.***

- Agreed. I would also add to increase connections for pedestrians, bicyclist, and other forms of transportation from the surrounding neighborhood to each stop.
- Trolley, pedicabs, tricycle riders with cabby in back, scooter. All these as stations and options. Bublur stations in Our community as well not just down town and south of valley area and I know they have some in glendale but that's not poverish area. We need them available in our community. Black communities.
- Agreed
- I suggest rewording:  
Need: To provide enhanced transit that can flexibly serve the corridor's destinations with varying scales of service speeds and frequencies to meet the needs for people to get to their destinations  
Related needs:  
Need: to identify an enhanced transit service that will increase rider satisfaction and remove disincentives to transit in the corridor.  
Need: an evaluation of total rider satisfaction that includes more than travel time and frequency.  
Need: to convey a realistic evaluation of travel times for transit for the corridor; every mode chosen will have its characteristics, but in the most limiting case for example, a very rapid mode that runs very distantly-spaced stations is not going to serve everyone on the corridor. The audience for this plan needs to understand the tradeoffs of speed, frequency, and service points. If people expect a transit mode to perfectly serve all needs all the time, nothing will be built, because nothing will provide that.
- Also good.
- Yes. My broader comments above.
- Yes!
- An addition of “aid in reducing congestion” could help.
- Is this maybe a little too ambitious? From my perspective, service is already great in this corridor, and consistently.
- Great idea
- This is needed.

- Yes
- good
- Strengths: includes final outcomes
- Perfect
- Agreed. Reliable and frequent transit is the way to retain and grow ridership.
- Reducing road capacity, eliminating under used surface and structure parking lots and parking minimums, and improving bus frequency will improve ridership and system efficiency.
- Yes increasing frequency and reduce travel time is great. But having consistent dependable service is a better way of saying that. As a rider I just want to get to where I need to go when I need to go there. Instead say "...transit service that will lead to consistent and dependable travel times."
- The primary need is well stated.
- Good, do it.
- Good!
- I agree but enhanced transit only helps if there are enhanced destinations or amenities, along with better residential infrastructure
- true
- This is a major need as current bus routes are too slow to consider if a car is an option.
- Good
- This is also super important. Good public transit is safe, convenient, quick, and comfortable. The more efficiently and wisely we design it, the more likely it is that it will be the preferred mode of transport. If we don't focus on prioritizing excellent public transit, then it will likely fail.
- Current travel times are unworkable for anyone living north of Oklahoma avenue and working south of Rawson. In addition, a left turn at Drexel southbound only serves one employer which shows a short sighted decision.
- Perfect

***Draft need 2: To help remedy existing racial inequities and the longstanding systemic racism within the broader transportation network by significantly improving access to jobs, healthcare, education, and other essential needs for people of color.***

- Agreed.
- Need: to identify the inherent assumptions and biases of transportation planning and implementation that ignores people of low income or who do not drive.  
 Need: to identify the disincentives to transportation access, including such factors as high housing + transportation costs, vehicle exhaust and fumes, vehicle riding discomfort, vehicle boarding inefficiencies, vehicle alighting problems, vehicle environment lacking ventilation and light, and other assumptions about the adequacy of vehicles, paths to and from vehicles, and the placement and designs of stops that drag on user satisfaction and add up to bad experiences that discourage transit.  
 Need: to evaluate land use policies with regard to people who don't drive or who have low incomes and the inherent assumptions and biases about the primacy of accommodating automobile travel and ignoring the needs of people of low income or who do not drive.  
 I suggest rewording the overall needs statement:  
 Need: To help remedy racial inequities and systemic racism by identifying unstated assumptions and biases that lead to barriers and disincentives for participation in the broader transportation network and then implementing changes to significantly remove these inequities and improve access to jobs, healthcare, education, and other essential needs for people of color."
- Great.
- Yes. Well-stated.

- If you run into opposition from the right, you might keep the actual meaning but change the words by including phrases like “dignity of work” or “personal responsibility” or “equality of opportunity”. Try this: “To bring about more equality of opportunity for all races in the transportation network, making it more possible for residents to contribute to the community, by significantly improving access to jobs, healthcare, education, and other essential functions.”
- Based upon the corridor being researched, this statement holds together.
- It would be nice to see a BRT line in the area similar to the developing East-West BRT line, but I don’t know how much better can service in this corridor get.
- It needs to include economic investment at the stops utilizing the needs of the neighborhood surrounding them.
- Build transit for all, not just for some - in this case, not just for non-whites.
- Great
- good
- Strengths: addresses underlying causes of inequitable transit system and speaks to ultimate vision
- I hate it when the media and the democrats create a racial “crisis” and pretend there is “systemic racism”. People only believe that because the MSM pushes that narrative and the democrats go along with it for their own personal agenda. If you want to create more jobs in the central city, the city has to provide a clean, safe, bureaucracy free environment for businesses with adequate car, truck and bus transportation. Years ago the state DOT had plans to have 43rd Street, Lisbon Ave., Appleton Ave., Fond du Lac Ave converted to highways with an East/West corridor from I-43 west just North of North Avenue to around Lisbon Ave near N Sherman Blvd. Politicians screwed this up so we have bottlenecks on the freeway. There was to be a cloverleaf by the 894 bypass at Loomis Road too. Imagine how much better the entire county would be better off if local politicians didn’t screw up the transportation system. Imagine if the well over \$4 BILLION DOLLARS that went into the failed “Deep Tunnel Project” had gone into separating sanitary sewers from storm sewers. What would this entail? ANSWERS: new roads with new water mains, the elimination of lead supply lines to homes, new sewer lines, the elimination of raw sewage into Lake Michigan, far fewer basements flooded with sewage, fewer kids having elevated levels of lead in their system which Mn is a cause of destructive behavior, medical issues and increased police intervention. Hard to measure the costs from high lead levels over time to society.
- I am surprised by the accusation of systemic racism within the MCTS system. When I ride a MCTS bus, I see all races represented. The systemic racism in transportation is the fact that Milwaukee residents cannot reach Waukesha by public transportation.
- Good focus
- Agreed
- Looking to extend the system further into the north and south shores is a fantastic move. Extending up towards Granville also works to bring more people into the transit network. Extending access expands opportunities for everyone.
- Instead of calling out so directly the need to right our past wrongs I think it should be about creating a transit system that meets the diverse needs of Milwaukee county residents with an emphasis on ensuring all facilities are met to the same standards no matter location.
- Highlighting ties to public health and social justice is important and I am glad to see these things mentioned.
- Correct, so do it.
- Good!
- Absolutely
- true
- I believe the proposed rail options would be extremely effective in increasing mobility throughout Milwaukee making opportunities more readily available.

- Good
- It's great that this is a focus. I hope that we see a restoration of health and wealth among Milwaukee's minority populations in the coming years.
- The sentence could delete all the racism language and exchange it to benefit all those who need transit in the county.
- What is the buy in from employers?
- So many ride for free, not being held back
- N2: Support those with limited access to technology for payment of fares.

***Draft need 3: To not harm Milwaukee County's financial ability to continue transit operations on other routes within the County.***

- I see the need for this statement, it just worries me a little that this could be a blow that never gets the project off the ground, I think the state needs to invest more into public transit as a whole. or the city using an increase in sales tax to help fund public transit so that the cost per ride does not negate Draft Need 4
- Agreed. Not harming other routes is very important, although just as important is spending the money to do this right.
- How about some incentive programs or grants for our community for those that struggle with even paying for bus fare. We pay taxes therefore offering bus passes or tickets would be nice for those that have helped keep the transit system thriving.
- This is a good point, but we also can not let ourselves downsize our plans to the point where the project becomes useless. This is common with BRT, so we must push hard to get the funding we need to build a high-quality project that doesn't compromise.
- I disagree that draft 3 is a need. It's a factor for all routes. As stated it is in the negative to not affect other areas but should that statement be a contingency over other true needs?
- Sounds like a "we can't afford it" escape clause for decision makers. Road projects aren't treated this way.
- Need: to identify the inherent bias and assumptions of setting up a "zero sum game" for funding transit.

Need: to identify a dedicated funding source for transit.

Need: to identify funding sources for transit enhancement.

Need: to show that trade offs in transit operations must be made with a close attention to land use policies in each area that transit serves. Governmental units may seek to discourage transit use and yet insist on transit service that serves few people and yet costs a great deal.

Need: to develop a realistic trade off explanation of how transit service costs more based on the density of service; that is, show where the system costs of service are and how many people are served; show how choices in modes which may cost more, but yet may be actually a cost-effective way to serve more people in areas where the governmental unit employs transit-friendly land use policies

- True, and well said.
- Of course. But this is always a cost-benefit issue whenever big public projects are considered. I see great benefits and ideally the success of this corridor project will strengthen the overall transit system -- which is to say, adding to connectivity and attracting economic development as well as riders.
- Fine.
- I see nothing to change here.
- I believe this is important because to me, service on 27th via the PurpleLine is already great. Any additions to an already great route should not subtract from existing service.

- It should work as a revenue generator for the rest of the system to include economic investment by the system into the neighborhoods.
- A good statement.
- Sure
- good
- Not compelling
- Have Tom Barrett and any politician who voted for the trolley in the first place subsidize the annual loss out of their net worth and income. Hopefully that would be incentive enough not to approve such a stupid waste of taxpayers dollars in the future. Anything as dumb as proposing a "trolley" needs to be voted on by taxpayers, not some arrogant liberals trying to force some ideas down the throats of taxpayers
- We need to expand transit in the county so it's important this project doesn't take away from any existing transit
- Agree, but you may want to reconsider this after the President's infrastructure plan is final.
- In making the route accessible to more people and places, this project enhances the network's reach to employment, housing, and social hubs which should have the effect of improving ridership and by proxy the financial state of MCTS. However, transit should not primarily be viewed as a revenue system, but rather a vital piece of infrastructure no different than sewer or power lines.
- To continue to adapt the system to the changing land use patterns and needs of residents. That routes will have to be restructured and changed as needs and demands change.
- Not harming Milwaukee County's transit finances is only important to me as an indication of where our budget priorities lie. Funding transit projects should never come at the expense of other transit projects.
- Yes, now get the state government to loosen purse strings and allow local control.
- No opinion
- This seems like a hedge on spending money to improve this vital corridor. The implication here is that we cannot implement the grand ideas we have for the 27th Street corridor because they will cost too much and take away from other parts of the system. Benefiting one part of the system (increasing ridership, amenities, destinations (through reinvestment in locations along the route) will benefit the entire system. It isn't an either/or.
- disagree here, we've compromised to long on transit funding, we should be looking for taxable opportunities for either VMT or traffic congestion taxes to help fund transit without sacrificing any routes.
- I believe improving public transit on 27th street is more important than maintaining other forms of public transit in other parts of Milwaukee.
- Good
- Of course we need to pay for it! And not just pay, but maintain. The worst thing we can do is build something new only to have it fall apart in a few years and put us further behind where we were when we began.
- Short sighted and avoids hard decisions. EVERY route needs to be evaluated on a cost benefit basis as well as the equipment being used. "We do it this way because we've always done it this way." Bad way to run a transit system much less a county.
- Important
- N3. Dedicated funding sources must be identified so that this harm does not happen.
- N3 - Not harming other routes is very important, but just as important is spending the needed money to positively impact as many people as possible with high quality transit

***Draft need 4: To provide those living in poverty and those without an automobile improved access to jobs, healthcare, education, and other essential needs.***

- Agreed.
- Hire from the community actual residents that live within these communities.
- The draft need to explicitly refer to persons with disabilities. Transit equipment, shelters, stops, etc. need to consider expenditures specifically with respect to accessibility for persons with disabilities. Meeting such purposes requires not theoretical, abstract or feel good assumptions but actual designs for actual purposes achievement.
- Agreed
- The wording of this statement is troubling, because it implies, implicitly, that automobiles are necessary for access to these resources and that your goal isn't to serve all people. The wording of the statement should be:  
  
Need: To provide quality transit serving all people, including those with low incomes and those who do not drive cars, to jobs, healthcare, education, and other essential needs.
- The wording of this statement, as you have it, implies that people with cars and not living in poverty are not potential transit riders, which I don't think should be the purpose of transit or enhancements. It also has subtle meaning that having an automobile is necessary to access these services--implying that transit itself is "unnecessary" if people would just all have cars. By leaving out the word "quality," you are implying that the transit choices will be reduced in a way that ignores the rider experience or needs. I believe that the word "quality" should be in there to convey the goals of efficiency, high-user satisfaction, and effectiveness. Ignoring the word "quality" means inherently implying transit cannot be of high quality.
- Very true, and very important.
- recreational opportunities is also important. Maslow's hierarchy of needs also includes "sense of belonging." This statement implies marginalized folks will remain at the margins by not addressing the need for access to other City amenities.
- A must-have stipulation for any ambitious transit project where impoverished residents are affected, directly or otherwise.
- I don't think either locals or suburbanites will like this one. Is this not included in #11?
- I see nothing to change here.
- This is an important goal...perhaps a BRT line could stimulate development
- instead of AND use OR. Not everyone who chooses to live without a car is in poverty. Actually forcing people to have cars by promoting jobs far out to suburbs and not providing adequate transit KEEPS people in poverty by having huge car expenses.
- Good, but should also include an emphasis on making sure those in poverty with a car have a way to escape the expense.
- A good statement.
- Very important
- good
- People living in poverty need an opportunity to get ahead in life. How to do that? (1) Have school choice for all kids where discipline can be used. The lack of discipline in schools and by parents has caused a huge problem in poverty burdened areas. When kids who want to learn, excel, achieve success and better themselves are prevented from doing so by the "thug mentality" which is prevalent in poor neighborhoods, these kids have a much much harder time at success. Bring discipline back. Teach "the police officer is my friend. I will obey all police commands". See how that works. This should lower crime. (2) Teach responsibility and self reliance. Teach how to properly throw garbage away and how to recycle. Drive around the impoverished areas of town. Litter and debris is all over. Where's the sense of pride? These are habits to be learned and lead up to one being successful in life. (3) Juveniles who steal cars and pull guns on people need swift punishment

and not be allowed to glorify their actions. How many car thefts are there each day in Milwaukee? Around 25/day? That's way too high. Grand theft auto needs to be transferred onto a juveniles record to their adult record. Lock these "joy riders" up. Bring back reform school for these young thugs who negatively affect so many others and embolden others to be "thugs" too. (4) encourage youth to seek apprenticeships such as carpentry, electrical, HVAC, plumbing, masonry, equipment operator, machinist, mechanical and so many other good family supporting jobs. MATC should provide classes in various career fields for a small fee or perhaps free to those truly needy. High schools need to have shop classes. Teachers need to be allowed to discipline students and praise them when they achieve. The school administration needs to back the teachers when the teacher takes disciplinary actions against unruly students. "

- This should be Need 1!
- Yes, also good transit can help people not living in poverty or with an automobile, it enhances options and mobility for all, but especially these vulnerable groups
- Agree 100 percent.
- More BRT options and improved route frequency will serve those most in need of transit.
- To develop a transportation system that can help connect those that rely on transit to travel to meet their immediate and long term needs, including work, health care, education, recreation and leisure. Just because they don't have a car doesn't mean they aren't entitled to also have a high quality of life by having access to recreation and leisure activities.
- Again, it is important to explicitly link transit to people's needs, so this is good.
- Excellent, do it.
- Good!
- Yes, exactly.
- true
- Improving the speed of public transit makes it possible for people to seek opportunities further from home. That is incredibly important.
- Good
- This is excellent, see above comments.
- Absolutely. The current service fails in this regard south of Oklahoma avenue.
- Indeed
- N4. I think improved transit can help all people access these things.
- Bus isn't a poverty option but option for all

***Draft need 5: To encourage new, denser, mixed-use development and redevelopment—which results in more efficient public infrastructure and services and lower energy use per household.***

- Yes, very much need to encourage dense, mixed-use development along each stop and increase connections from stop to neighborhood.
- don't understand this question.
- NOTED
- Yes, this is a huge point! Great to see
- lower energy use per household" is redundant in the statement, "efficient public infrastructure" sufficiently makes the point.
- I suggest rewording:  
Need: To provide transit that serves mixed-use and pedestrian-oriented areas so that new and denser developments can make more efficient use of public infrastructure and reduce energy use.
- The key is that you need to connect the transit to the mixed-use areas, and that connection is people -- the phrase "pedestrian-oriented" needs to be there somehow to connect transit to

walkable areas, and those people go into the mixed use buildings and parks or plazas, etc. Transit needs to serve these areas closely, or the transit riders are not incentivized to go into the mixed use developments.

- Related needs:

Need: Transit that brings people closely to pedestrian-oriented areas.

Need: Pedestrian-oriented areas that have mixed use.

Need: Mixed-use areas that efficiently make use of public infrastructure.

Need: Mixed-use areas that include housing, and, in particular car-free housing that does not have an automobile parking space associated with it, making it possible to offer per-unit cost savings and more affordable housing.

Need: Energy-efficient transit and land use patterns that improve the productivity of the urban land—that is, provide more jobs, housing, economic activity, education on the same amount of land that may exist there at the present.

- True. Important.
- I expect strong local opposition to the word “denser”. Take out the word but keep the meaning. Add something about “bringing more shoppers within easy reach of local businesses” or something like that. “More efficient public infrastructure and services” doesn’t mean much to normal people, but the concept is important: “... so that tax money can be spent more efficiently and used on important priorities, not just on extending electrical and sewer lines to new faraway places.”
- To the point on this one. Good work.
- Another great idea, and enhanced service on this corridor could attract businesses and improve efficiency
- Love it.
- Yes
- A good statement. TOD is always a good thing.
- We absolutely need this
- good
- I would much rather see the city back homeowners and landlords with giving grants or subsidies for insulation than to waste money on a trolley.
- Right now Milwaukee discourages good landlords from buying and fixing up properties in the central city. How do they do that you ask? By issuing triple permit fees for electrical when cover plates are off for painting. By changing their mind as to what “is code” or “is not code”. I have had the city hassle my plumber and electrician for stupid stuff such as the size of the vent hole through the roof. Had to have my roofer go out multiple times as the city inspectors change their minds. Have had the city use multiple electrical inspectors for a single property when the city is experiencing high turnover in the department. This. Osts landlords lots of money. Needless costs. I was going to buy a couple more properties around 37th and Fond du Lac Ave., but the city convinced me they did not want me investing tens of thousands of dollars by improving the housing stock in the area by being overzealous in their requirements while other properties on the same census block are left to go to hell. It seems no one is interested in picking up litter in the area either. I sold that property and promised myself “never again”. People drive like maniacs in that area of town too. There is a lack of respect for the police, for the elderly and others in general. Sad.
- The city should stay out of dictating the construction of “low income housing” and should not be building housing. This is the job of the private sector which operates more efficiently than the public sector. Continue rent Assistance as usual, but the city should not be building apartments. Forcing contractors to pay higher wages and to have minorities be required is just another scam. Let the lowest bidder get the job with penalties for crooked politicians.
- If you live in poverty, “lower energy use per household” is completely superfluous.
- Good

- Agree 100 percent and as I've stated previously, certain stretches definitely need more density and design changes that don't prioritize cars than others.
- Reduce parking minimums on new developments, allow for ADUs and coach houses, issue new municipal debt to finance rehabilitation and infill projects run through local developers and community economic development officials.
- Given Milwaukee's population stagnation in recent decades, I am glad to see efforts to link transit to redevelopment of neglected city areas.
- Again, I agree.
- Good!
- Density is key. Density with less dependency on auto-centric means of transportation.
- We need zoning reform, abolishing of parking minimums, and general good design guidelines. Dr. John O'Neil or NY city planning is a Milwaukee native, and done a few studies on Milwaukee in this area.
- If public transit can be more efficient people will be more likely to use it. Myself included.
- Good
- Milwaukee, and specifically its core neighborhoods stretching out from downtown, REALLY needs more mixed-use buildings. Gone are the days where we structure our neighborhoods like endless suburbs with the idea that the average family has a car and job from out of town. Mixed-used buildings allow for safer, prettier, and more vibrant neighborhoods.
- The county has no input or authority over land use decisions.
- N5. Provide ways for car-free housing to be developed.
- employment opportunities
- access to fresh food grocery stores
- youth centers
- parks and entertainment
- N5. Encourage \*equitable economic development

***Draft need 6: To accommodate increased travel demand to and from existing and planned developments, services, jobs, and destinations through multi-modal transportation investments.***

- Multi-modal is key. Let's move away from car only planning and look towards all forms of transit.
  - Don't understand question
  - NOTED
  - This is a redundant statement.
- Need: Invest in urban and transit planning designs that have proven to accommodate multi-modal transit among multi-use destinations and which don't repeat the status-quo and don't repeat patterns of automobile-centric design. Examples abound from all over the world.
- Need: Multi-modal transportation choices that are scaled to a hierarchy of uses: that, is, quality walking areas that serve people well, then quality transit options including nodes for transit vehicles, bicycles, scooters or ebikes; and then automobile storage areas and proven techniques to reduce automobiles from harming or discouraging the other transit modes.
- Need: Automobile storage shouldn't be at the top of the needs.
- The key is that you need to not just repeat the status-quo, which in that corridor is automobile-centric travel.
  - True. Important.
  - Crucial. Conventional traffic isn't going to get any lighter except as a result of economically disruptive events such as COVID. However, car traffic may decline as fewer people can afford reliable, personal vehicles.

- Can you re-word out the jargon? Or is that not appropriate? And make it clearer that this is what reduces congestion, not widening roads and freeways. Something like this: "To prevent traffic problems while also making it easier for people to get to where they need to go."
- Ref. my prior suggestions
- Spot on.
- Has travel demand increased since the PurpleLine service improved in 2020?
- Good
- Yes
- A good statement.
- Agree
- Good
- Ride the bus, take Uber or drive a car. Roads should be pit hole and trolley track free.
- To my mind, multi-modal includes bicycles, scooters and pedestrians, and this plan doesn't seem to address these modes. However, I will say that buses and bicycles don't mix well on the same street without barriers. We tend to leap-frog each other.
- Good
- Agreed.
- Look at creating a regional train network similar to metra. Bringing in people from Janesville and Whitewater; Lake Geneva and Burlington; Racine and Kenosha; Jefferson and Waukesha; Madison and Watertown; the fox valley cities; and the north shore. Creating a network which centers around Milwaukee is the best bet on creating a sustainable future that works for us all. Light rail or street car extension options along former TEMR&L streetcar lines from nearly a century ago should be heavily explored and considered as an alternative to BRT.
- More and better transit will both encourage and serve growing transit demand.
- Yes, lets hope that development occurs!
- Good!
- Yes
- true
- Roads can only fit so many vehicles. As more developments and jobs develop around the city we as a community need more dense transportation options.
- Good
- Yes, provided there's an open mind toward potential solutions.
- Agreed
- N6: Access to Bublr Bikes at transit stops/stations.
- N6 don't be afraid to take away car lanes or street parking in order to provide high-quality transit
- affordability
- Use bike lanes and other bus routes to provide local connectivity
- With regards to bike lanes, given the busy road, a separated lane would be needed for people to feel safe
- cash/paypal/debt card used as form of payment to ride

***Draft need 7: To invest in sustainable options that are consistent with local and regional plans, and future technology.***

- Agreed. Also, our current road and car situation is no sustainable. 27th street is dangerous, being the most deadly city street in 2020. We need to build sustainable and safe options for everyone.
- Invite valuable informative residents within the community that have understanding of this draft at the table and these meetings as guests.
- Operator costs are huge in running transit, so if we pursue something with trains, it might be smart to use a separated ROW to allow them to be automated in the future. Similar to the new line in Montreal (or Ottawa, I forget), Vancouver, or Copenhagen.
- This is a redundant statement.
- Need: Transportation that uses emissions-free vehicles so that the health of individuals near transit as well as in the area is enhanced.
- Need: Transportation that uses power that can come from sustainable sources now and increased in the future as the mix of energy sources for power production changes.
- Need: Local and regional plans that coordinate among government units so that land use and transportation can be planned together.
- Need: The deployment of technology that currently meets needs for sustainable transportation should not be rejected by promises of some future technology that may or may not come to be. That is, we shouldn't reject a transit mode available now because someday a "hyperloop" will be invented. Currently, all the technology needed for sustainable transportation has been invented and is in use. It is the intelligent deployment of this technology that is a challenge. We need to understand that electric cars still take up space in an urban setting and push out the needs of those with low incomes and who do not drive. No electric car technology is going to serve the under served if electric cars are made the dominant transportation mode. It is the land use goals that must be taken into consideration because having compact development that makes the most productive use of urban land has to come from serving people first, then mass transit and individual transit like bicycles, and finally individual vehicles--which take up more space in the landscape for getting around and storage at destinations. Systemic inequalities will never go away unless a people-up method is used.
- Very true and necessary.
- what is the plan for the trolley?
- Sustainability is both economically and environmentally vital.
- Fine.
- Well done.
- This plan should fit seamlessly within the regional and local plans, especially with the East-West BRT taking off.
- Please include electrification of the fleet along the corridor.
- Yes
- A good statement.
- Agree
- good
- Too much emphasis is being placed on solar panels. Insulation works better and has a better payback. Let technology evolve on its own. Capitalism will create ore efficiency than government forced efficiency.
- Good
- Agree 100 percent.
- In totality, and not in any particular order as all aspects are important: (1) create a regional train system a kin to Metra; (2) connect that system to expanded Amtrak/High speed rail system; (3)

work to expand BRT where beneficial and where light rail is not viable; (4) invest in a light rail network utilizing former rail corridors, TEMR&L lines, or running them in conjunction with power lines; (5) eliminate overbuilt sections of expressways like WI 175 from national ave to north ave, I-794 from 6th street to summer fest grounds; (6) narrow side streets and outfit them with permeable pavement, this will reduce the amount of public space available for vehicle storage, over time this could lead to more transit usage; (7) explore demand management practices to improve inter system linkages, effectively expanding transit options and flexibility for riders; (8) rezone properties along intensive corridors (State, Vliet, Walnut/Lisbon, North, Center, etc.) to promote density and growth; (9) expand bike infrastructure on streets and use old rail beds for new train projects; (10) implement and Vehicle Miles Traveled tax; (11) create a system like Ventra so that all forms of transit can be accessed through one central app/card/account

- To invest in socially, environmentally and economically sustainable options that are consistent...
- I wish this sentence explicitly called for no-emission technology.
- Yes, yes and yes.
- Good!
- Yes
- true, rail is the long-term most sustainable.
- We must develop faster public transit options. A dedicated and protected bike path would also be very effective for shorter distances.
- Good
- This assumes two false narratives: 1) that local and regional plans are valid and 2) planners know what future technologies are or will be.
- Such as ?
- N7: Light rail that uses renewable energy and/or commuter rail that does not rely on fossil fuels.
- The word environment should be included, in regards to sustainable options
- Off-street routing: just because being off-street makes it easier to automate trains without worrying about conflicts with cars or pedestrians
- use of technology while riding-access to music or television
- digital advertisements on transportation
- wi fi yes
- support of or display digital ads
- Idea for digital advertisement - use GPS to target ads by businesses at upcoming stops
- Need to be concerned about digital ads and announcement of stops for the deaf.

## COMMENTS ON PRELIMINARY ROUTE OPTIONS

### Preliminary On-Street Route Options Map

Map B.1 shows the on-street route options that were presented during the first round of public meetings. A link to the map was provided after the meeting, shared on the website and in the online survey. Comments could be provided directly on the interactive map by the public.

Comments near Ascension Franklin:

- Franklin is building a business park south of Oakwood with current proposals for more than 1.5 million square feet of industrial space to be built. The line should turn right out of Ascension, left at what will be Hickory St. (where the divided Oakwood starts) south to Elm then east to 27th and then north on 27th.
- This makes sense to connect even more jobs and services, although I'm not very familiar with the area so I'm not sure how used it would be and if it is worth the extra time and expense

Comment near N. 27th Street and W. Wells Street:

- This is the toughest stretch of the entire line in my mind. There isn't a ton of room for a dedicated lane. I would like the project planning to think big, and be willing to give a right of way, if necessary to guaranty proper speed.

Comments near N. 27th Street and W. Wisconsin Avenue:

- Would like to see effort put into connections with the East/West BRT to encourage seamless/efficient travel.
- This point is extremely important because it would be a major transfer point. Every effort should be made to create a safe, pedestrian-friendly environment and to put a top priority on creating dense development, taller buildings, to make the very most of transit-oriented development here.
- A long, straight, wide road like this seems perfect for dedicated, center running rail

Comment near N. 27th Street and W. Lisbon Avenue:

- North of here on-street rail seems to get trickier due to the narrow road. I think the 30th street option might make more sense. Potentially a streetcar in mixed traffic could work, if we are prioritizing having the line in the neighborhood

Comment near S. Howell Avenue and E. Puetz Road:

- Connecting Drexel and the development there seems important, but there is rail right next to it. Again, it seems like a rail option would serve this stop better

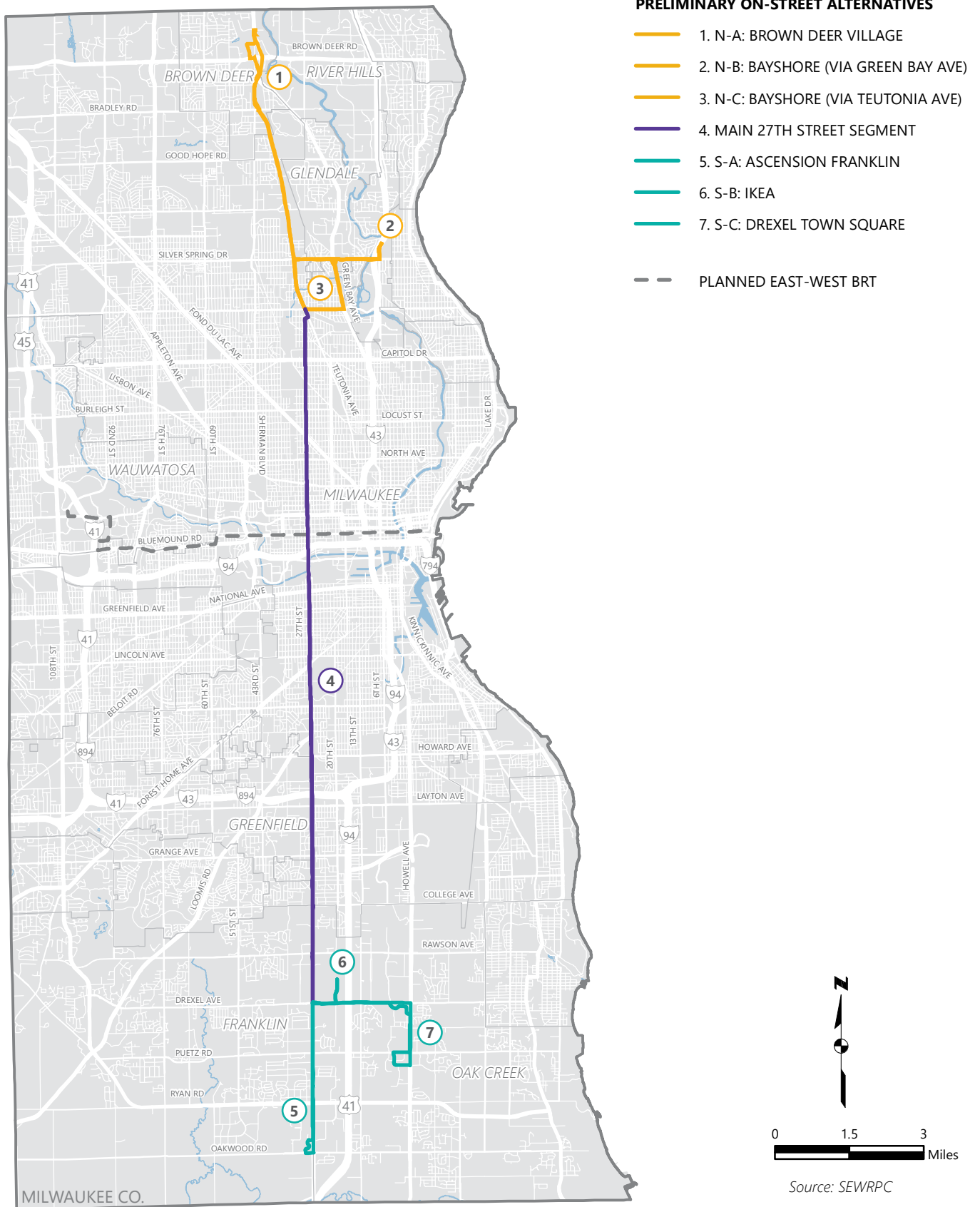
Comment near N. Green Bay Road and W. Brown Deer Road:

- This seems better served by the rail corridor option
- I think it would be great to go out to Brown Deer

Comment near Bayshore:

- If the full-on street option is chosen, Bayshore seems to be trying to redevelop itself into a sustainable area and would be a good end route. Rail might be a little trickier to get here, so if rail is chosen, maintaining a bus to Bayshore might be a good idea.

## Map B.1 Preliminary On-Street Route Options



## Preliminary Rail Corridor Route Options Map

Figure B.2 shows the rail corridor route options that were presented during the first round of public involvement. A link for the map was provided after the meeting and shared on the website and in the online survey. Comments could be provided directly on the interactive map by the public.

Comment near Brown Deer Road:

- I'd prioritize Brown Deer over Granville for the rail corridor at first

Comments along 30th Street Rail Corridor:

- One huge concern with the rail corridor is how industrial it gets. We'd definitely need to think through the connections to the surrounding neighborhoods in this area. I'm still a big proponent because I think rail is key. Also, instead of going through one neighborhood, it could connect east and east to both sides of the rail tracks and multiple neighborhoods. Still, I fully realize this is not easy section. One benefit is it might be a good way to replace defunct industrial sites with high density, mixed-use development without displacing anyone.
- If the rail line is chosen, it might still be a good idea to have a bus operating on 27th here, possibly up to Bayshore and down to connect with the new transit and BRT at Wisconsin.
- It's important to maintain a bike way in this corridor along with any rail. The bike plans seem to be key to increasing mobility, although there should be enough space to do both
- This route on a rail from Brown Deer [connecting to 27th Street at Lisbon Ave.] to however far south we can take it really seems like a winner. A light rail option in the rail corridor that transitions to dedicated, center-running, on-street on 27th south seems perfect

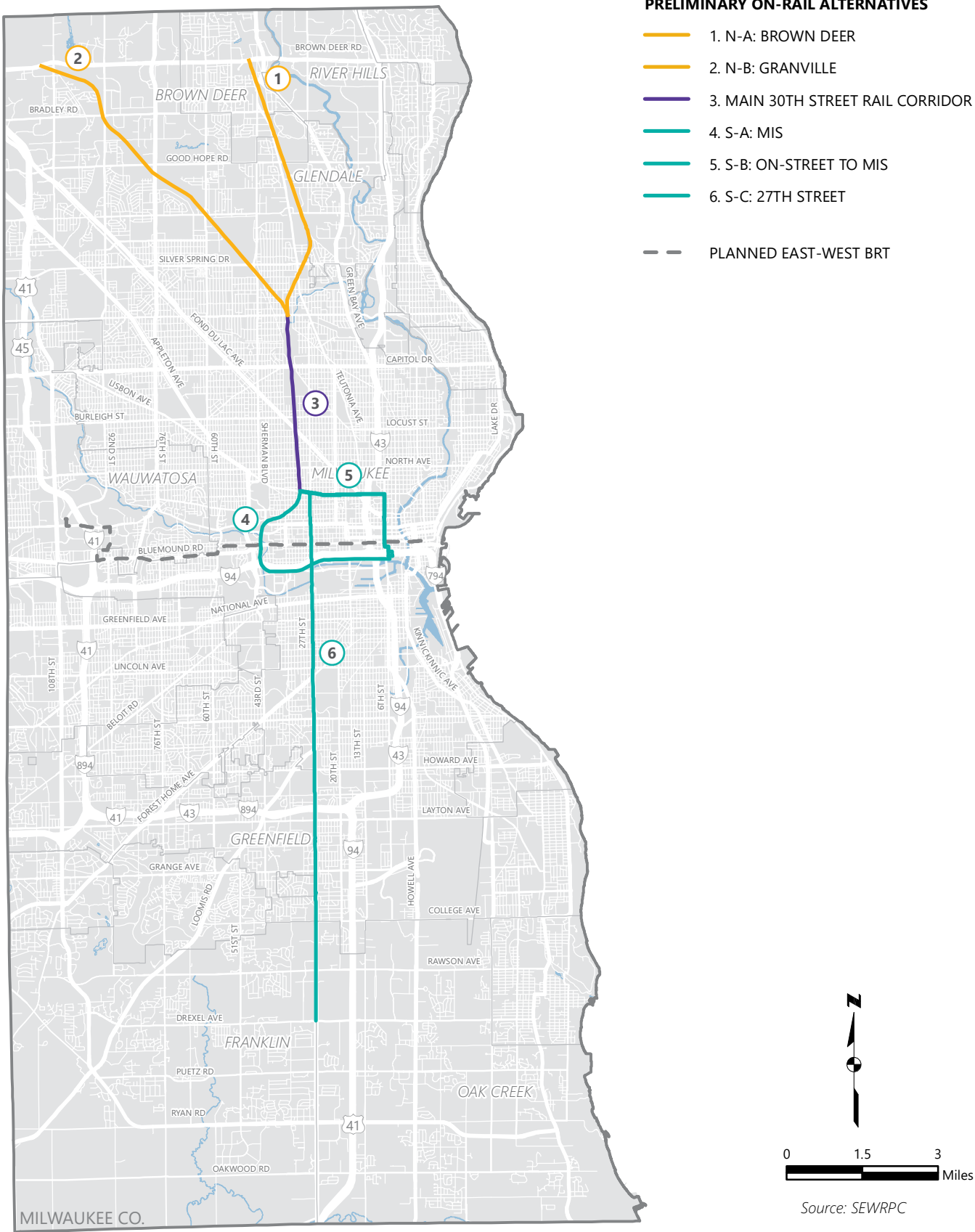
Comments on the route continuing on-rail to the Milwaukee Intermodal Station:

- For this project, I would prioritize the jump up to on-street on 27th instead of this routing here. However, it would be very important to ensure that the 30th rail corridor would be ready to share traffic from this route to continue to Miller Park and the Intermodal. One day to the airport and down as far as Drexel with light rail too. It'd be awesome for this project to include both the on-street 27th rail and this route to the intermodal or airport, although I fully understand that's probably beyond the scope.
- This would be a terrific spot for a stop at American Family Field.
- Maybe Miller Park could actually be incentivized to build on their lots and not just let a bunch of land sit unused for months at a time.
- Probably beyond the scope of this project, but this route very conveniently keeps going to the airport. It'd be excellent for a rail option to plan to continue at least to there.
- Connect to KRM Line and extend to Kenosha/Chicago
- This is a great starter for the KRM

Comments on the route that connects the rail corridor to Lisbon Avenue and continues on-street to the Milwaukee Intermodal Station:

- This route to the intermodal seems better served by existing bus routes or through the rail corridor. If a bus is chosen, I'd prefer to see it continue on 27th. If rail is chosen, this route makes no sense anyways.
- Hear me out, what if this route alternative extended to MLK and went south on the forthcoming Hop tracks (assuming vehicle compatibility) to Intermodal? The Hop/MCTS could combine funds here and split a significant portion of the route cost between Intermodal and Walnut since they've (The Hop) already planned an extension to North Ave. Plus I find it hard to believe that Milwaukee will forever be without a unified RTA

# **Map B.2** **Preliminary Rail Corridor Route Options**



Comments on the route that connects the rail corridor to Lisbon Avenue and continues on-street south on 27th Street:

- Obviously, incorporation and timing with the East-West BRT is key
- Would a weight limit be an issue for the viaduct if light rail is chosen?
- The domes are so underused. Improving the connection and helping to revitalize this local treasure is very important.
- I'm not going to comment on every terrible use of land along 27th, but there's plenty of spots like this that are ripe for high quality, high density, mixed use
- I would still like to see South 27th street given fixed rail with a dedicated lane.
- There's a lot of land around the Ikea. It might be a good spot for a big end station, park and ride, and turnaround spot.

## GENERAL COMMENTS

Several general comments were received during the virtual meetings, in the online survey, through email, and through the project website. Those comments are listed below in no particular order.

- Thank you for having us. Q: statement stakeholder, is that federal gov't funding deciders?
- Blessings. Perhaps it would be a good idea to have these type of surveys at bus stops. With COVID safety this would be done differently than close person, but it would help a lot also having them available in paper form or on a mcts app so people can also take part in these surveys.
- I would really like to know the comparative efficiency of these options regarding GHG emissions and energy efficiency.
- the intersecting streets to other bus routes is essential as well as the neighborhood corners as well, i.e. Locust st, so that there is a stop between center st and Burleigh st
- I think one problem that I've seen more in Milwaukee than others is that buses are seen as a service to low-income households, not everyone. That perception needs to be changed, and this could be a tool
- Work with other stakeholders to ensure that new development is equitable, sustainable, and dense. Something like the Green Line in Minneapolis/St. Paul
- more affordable housing along corridor
- Off-street routing might be more suitable for a future with automation
- I would love to see more rail invested in Milwaukee, I could see a mix, BRT to the south, Commuter rail to the north using the 30th street corridor, and possibly investing in the KRM to century city and beyond.
- I know rail is more expensive up front, but 27th street is straight (great for rail) and, up to Lisbon, has a lot of space to incorporate a center-running, dedicated travel, light rail/street car with additional improvements to the road, such as a road diet, pedestrian safety, and bicycle infrastructure. Let's do this right and turn this into a true, modern transit spine to build off of in the future.
- The webinar had two speakers, both white. They were professional and kind nonetheless there were no colored, black speakers. Include or hire black staff members with knowledge and understanding of our community. There were accommodations for spanish translators. The terminology used in this meeting was a bit confusing. Having speakers that identify and that can relate to the community being addressed would give us better understanding. Terminologies have also been a way the black community has been left out and under dogged. None of that, ok. Thank you. Stay safe.
- The transformation in transit will be an Multi-million dollar project. If this project truly is dedicated to the County's commitment to racial equity, this will be a project that POC will physically build. We need to make this project one that allows entry level workers to build their skill capacity. The

multimillion dollars that are spent building this project needs to be spent massively hiring POC. Specifically black people

- I appreciated the presentation and survey. In completing this, it brought up some more ideas I have, and I will submit a longer-form essay to [info@mkenorthsouth.com](mailto:info@mkenorthsouth.com). The point of my essay will be:
- For the North-South project I would suggest looking at the transit experience, infrastructure, and destinations from the rider and community perspective. My overall point is that in order to rectify inequities and serve the under served, our aim should be to enhance transit with 1) quality transit experiences, 2) rider and community-supportive infrastructure, and 3) connected destinations. Ultimately, perhaps this synergy will engage all to participate fully in our civic life with a vision to increase the health, equity, livability, and prosperity of our community.
- I'm a firm believer that MKE has been lacking a quality passenger rail service to access the city and better serve its inhabitants. I will constantly wish for a train public transit system in this great city.
- What is the timeline? A lot of the problems along 27th street are obvious and seen by driving/walking/riding down the corridor between 3-6pm. Please be sure to reach out to the Latinx community
- Good luck! Metro and Greater Milwaukee need better, more interconnected transit choices.
- I strongly see the North-South transit corridor benefiting from light rail as it connects communities that rely most on public transit. Light rail would allow transit riders shorter travel times than a BRT and since it would span a large amount of the county going North & South, connect to far more routes than any other corridor. This area is already using transit with the most frequency, so putting in a light rail line to serve & connect disadvantaged and lower-income residents would be a very strong statement in racial & social equality.
- What are the issues with current PurpleLine service? If improvements need to be made, can this project's goal be accomplished in a less costly way?
- You can't concentrate only on people of color. You're going too far with this. This corridor and any transit within should equally accommodate all who use it.
- Please consider a rail option, ideally a light rail with dedicated travel lanes, no shared lanes. Milwaukee/SE Wisconsin needs to get into the 21st century and realize that not everything needs to be automobile-centric and other transit options are needed to address equality and climate change issues.
- I like all the draft needs statements. Comprehensive and well thought out. Let's do our best to achieve those goals.
- Stop wasting taxpayers money. We need police and fire protection. Stop stoking the flames of racism. Sway too many hypocrites in politics. Have some penalties for government kickbacks, Let the private sector thrive by getting the government's boot off the throats and necks of the the private sector. Stop discouraging private investment. Fix the streetlights.
- I live on 57th and North. I work in Oak Creek off the highway. I want a moderately quick way to get to work everyday that isn't driving.
- There is no mention of improving access to the Menominee Valley in this plan. There are a large number of employers in that area, and access from 27th Street is awkward, inefficient and probably very threatening, especially at night.
- This is a very exciting project. I think investing in rail is the best option in the long run, especially if you have a dedicated right of way that could increase speed and reliability. I'm interested to understand how the rail "loop" proposed through the Menominee Valley and Walnut Ave would work and how cost prohibitive it may be.
- Please, please, please, think big picture here. I know this project is going to do well and serve its purpose, but it has the potential to push this conversation of regional transit to new heights. Engage with residents on not just their immediate community, but about accessing and improving people's ability to go far beyond the confines of the MCTS. How can people who aren't MCTS riders be convinced to care about such issues —> make it more viable than car transit, and let them be

part of the conversation too. Transit isn't just a mobility issue, it's an economic one, a social one, a form of cultural identity and expression, a vital aspect of everyday life.

- To more equitably charge for the use of roads and transit services based on the actual cost to provide those services. Less dense areas should be paying higher rates to have buses and roads. Denser areas shouldn't have to subsidize low density areas. Also corporations need to play a larger role in where their workers travel.
- Leave SERPC out of this, they're nothing but bureaucrats and could care less about Milwaukee!
- Milwaukee/Milwaukee County/SE Wisconsin NEEDS a viable light rail system. I understand politics (ie racist NIMBY Waukesha County/suburban residents/politicians) make this difficult to accomplish or attempt but the destructive road campaigns of the mid-20th century and auto-centric environment currently entrenched are only exacerbating climate change and racial disparities. This corridor can become part of a strong backbone of regional rail. It is desperately needed to propel the region towards greater inclusivity and opportunity.
- The rail corridor will be a critical component of any regional or intercity rail development in the future. Laying the groundwork for these passenger rail systems will be vital in Milwaukee's and Wisconsin's efforts to grow sustainably.
- This approach risks a commuter oriented mindset (think Chicago's Metra system, which brings suburban commuters to their jobs downtown). But this is not the appropriate approach. Something more like Toronto's recent "Trillium Network" design would be better (<https://m.youtube.com/watch?v=qjxrEWcE848>).
- High frequency, high capacity transit that serves regular stops along the rail alignment (intermodal station, 27th, valley, north, burleigh, capitol, north Milwaukee, silver spring, brown deer) paired with dense residential and employment development (downtown, the valley, 30th street corridor industrial area, north Milwaukee, and brown deer) would help to develop wealth and prosperity in Milwaukee's north side neighborhoods and the region more broadly. As an added bonus, this is the kind of sustainable development needed to meet the regions environmental goals.
- Another note: the best bus routes in North American are the ones that feed rail lines. Beyond this study/project, I think an ideal transit network for the north side of Milwaukee would feature a metro-like rail service along the 30th street corridor (north/south) with BRT-like bus service on east/west arterial streets (capitol, north, etc).
- Lastly, transit of this magnitude requires a certain number of riders. Therefore, the area around rail and bus corridors must be zoned such that a high density of residents and employees are able to walk/bike to stations and stops.
- Really exciting potential with this project! Hoping the city/county/region realize the magnitude of the potential.
- "Make no little plans; they have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever- growing insistency. Remember that our sons and grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty." - Daniel Burnham, legendary urban planner from Chicago.
- Please accelerate the timeline of this study, Milwaukee is falling behind on transit.
- I could see myself getting rid of my car and only using public transit if the proposed rail option to downtown was in place.
- I'm very excited for this and I hope we can bring much needed life into Milwaukee's public transit system. We are lagging behind much of the country and especially most of the world. We have a cool opportunity to become leaders, so let's use it!
- This study needs to break the mold. Running an inefficient huge mostly empty bus down 27th Street with a 3 hour round trip won't solve the problem especially in light of the fact that employment centers aren't on the routes being discussed. Travel times and last mile are the most important factors.

- Dedicated & seperated bike lanes, regardless of selected transit option.
- Q3: Keep in mind or improve bicycle safety
- The option of more than just the city bus, have more buses, more drivers. More options, street troops, pedicab stations, scooter stations, bike stations in OUR UNDERPRIVELEGED, POVERISH communities. Good people live here and deserve just as much options as those in 3rd Ward and south of valley commuters have. Should also be hearing from more black speakers at these public meetings since this was based on addressing us people of color vs white privilege. Like seriously, how many black people were responding to our questions asked during his meeting? Pretty insulting to say this is what we are trying to work together on and that the favor of black people is the meaning of this study but no black speakers or staff were black answering the questions. And I noticed in the meeting a lot of accomodations were made for the hispanic/latino community. Even the tone was different. But I didnt witnessed that with the black community. My questions were answered, sure. But very brief and quickly went to next questions.
- Better transit vehicles that are emissions-free, ride more smoothly, allow faster boarding and exiting, and work better to offer a clear and coherent path from the experience on the vehicle to exiting. Remove barriers for underserved residents and car-free residents by getting their perspective on the transit service. As a car-free resident, I can see so many blind spots in your evaluation of transit. These blind spots perpetuate inequities.
- This board need more black staff and speakers at the head table else its just an insult. And when doing question and answer briefings actually have options to allow people to speak not just type in a box sometimes tone can not be heard thus can have less effectiveness of ones point and be missed.
- Provide people of color to be at your table of heads that make these decisions and them being from these actual communities these decisions are being made for.
- Have smaller buses run more often. Many people are afraid to ride county buses; safety reasons. Inclement weather. Smaller buses could run more frequently than bigger buses which are not filled. There needs to be more and better parking; certainly not any trolley extension. The trolley lost \$4.3 MILLION DOLLARS last year. Any expansion would cost much more in permanent annual loses for taxpayers. A Trolley is a near ancient form of transportation. Buses replaced trolleys for a reason. Never should have built the trolley in the first place. Such a waste of taxpayers money.

- Thank you for your work on The Milwaukee North-South Transit Enhancement project and for accepting this public comment. This project presents an opportunity to remove barriers for underserved residents, address equity concerns, and strengthen our economy by providing quality transit.

As a Milwaukee County resident, transit rider, and car-free household, I rely on public transportation and walking to get around. I live in Milwaukee's lower east side, and I've traveled to 27th Street by bus for shopping and medical appointments. I'd like to offer my insights to help fill in some specifics of what a car-free person experiences. Also, I can shed some light on the transit modes of your study, as I use The Hop streetcar for transit and have a good idea of its use in comparison with bus transportation. It is a privilege for me to use transit, and I hope that my comments can enhance transit for the entire community.

My main point is this: to enhance transit along the 27th Street corridor, we must first identify biases and inequities that affect planning decisions and make a commitment to rectify them. Then, I believe we can enhance transit with 1) quality transit experiences, 2) rider and community-supportive infrastructure, and 3) connected destinations. Our vision can be a community where all people, using many different transit modes, may fully participate in our civic life. I conclude by identifying a streetcar as a mode choice for this project that can meet the need to build equity and enhance transit.

The requirement to identify, acknowledge, and rectify inequities is clear. Milwaukee County Ordinance No. 20-4 requires a commitment to identify racial equity impacts (Milwaukee County, 2020). Federal Executive Order 13985 states "...each agency must assess whether, and to what extent, its programs and policies perpetuate systemic barriers to opportunities and benefits for people of color and other underserved groups" who have been "systematically denied a full opportunity to participate in aspects of economic, social, and civic life..." (Biden, 2021). Compliance is required with the Americans with Disabilities Act (ADA National Network) and Title VI of the Civil Rights Act of 1964 (Federal Transit Administration).

The infrastructure and land use surrounding transit likewise must be free from structural racism (Short, 2019; Thomas, 2020; Spieler, 2020). The damage to Milwaukee communities already done through historic devastation wrought by highway construction and segregation (Ware, 2021; Niemuth, 2014; Orum, 1995) must be recognized and rebalanced by spending on other transit modes to compensate. Along the 27th Street corridor, residents have low incomes and rely on public transportation (28% are in poverty and 23% have no access to a vehicle). Others may wish to use transit but do not. The project should work with climate goals (State of Wisconsin, "The Governor's Task Force on Climate Change Report," 2020) and reduce automobile dependency to make the most productive use of limited urban land for economic benefits and jobs (Newman and Kenworthy, 1999; Fitzgerald 2020). Considering these requirements to address equity concerns, this project needs to first recognize that the passage of persons in Milwaukee County should not be constrained by transportation or barriers that do not serve their need to participate in economic, social, and civic life.

Addressing inequities requires that we identify the biases and underlying assumptions affecting transit:

- 1) Bias happens when decisions are made entirely by people who are car-dependent and who view the world in terms of automobile-centric values and needs.
- 2) Bias is portraying or implying the use of transit as somehow reflecting a deficiency in the individual, which is deeply disrespectful.
- 3) Bias is not considering the total transit experience including navigating to and from transit stops and the experience of boarding, riding, and alighting from the transit vehicle.
- 4) Bias is separating transit from a community context and ignoring land use issues that prevent or impede the use of transit.
- 5) Bias involves providing no dedicated funding sources for transit when other public infrastructure categories have dedicated funding.
- 6) Bias happens, as described by planner Destiny Thomas, through a "planning process by which certain neighborhoods (and certain people) are deemed expendable due to their racial, cultural, or economic location on the spectrum of socio-economic privilege... as a result of a structural and collective effort to control the means to mobility and movement" (Thomas, "#PurpleLining," 2020).

7) Bias is a decision process where scalar variables such as vehicle speed and cost are viewed as ultimate, using this as a deterministic justification to ignore the quality of the transit experience, the environment, and long-term community needs and benefits.

8) Bias arises from the role of racism and classism in the reaction to pedestrian deaths and safety concerns (Schmitt, 2020).

9) Bias happens when design assumptions place automobile use as dominant, with dedicated, permanent infrastructure, while walking and transit use is seen as inferior with ephemeral support and little permanent infrastructure.

To rectify these inequities and biases and serve the underserved, we need to first pay attention to the total transit experience. An article in Hopkins Bloomberg Public Health magazine reports that “unreliable mass transit, transportation costs, and unequal access have contributed to longstanding structural racism and associated socioeconomic barriers that have segregated communities” (Powder, 2020). The article goes on to describe how unreliable transit and costs lead to unequal access to jobs, food, healthcare, education, and other services and destinations.

As a car-free household, I know what it means to rely on transit. Daily tasks for necessities such as accessing employment, school, groceries, pharmacy, healthcare, and recreation may involve planning and travel involving multiple transit modes or transfers. These strategies are often thwarted by policies that place automobile travel as a privileged mode, literally blocking out and endangering persons engaged in other modes of travel. Fumes of vehicle fuel enter the air that a person has to breathe. Total U.S. greenhouse gas emissions by transportation are 28% of the total, and “90 percent of the fuel used for transportation is petroleum-based, which includes primarily gasoline and diesel” (United States Environmental Protection Agency, “Sources of Greenhouse Gas Emissions”). The noise of buses can be quite loud. The 27th Street corridor has been called the “Deadliest road in Milwaukee” (Klopf, 2021) because of its danger to pedestrians. The experience of pedestrians is often ignored and made more difficult due to bias in engineering, unresponsive infrastructure, and lack of attention to safety concerns for pedestrians (Schmitt, 2020). The disabled and elderly also suffer through difficult experiences. All this reflects transit that is not in balance.

Structural inequities seem to arise when planners don’t look at the experience of the entire transit trip within the urban landscape. A trip involves not just getting “from A to B,” but starting from one’s origin, traveling to a transit stop, the experience boarding, the experience on the vehicle, the experience alighting, the experience of possible mode transfers, and a trip from the transit vehicle to the destination and entrance to a store, office, school, or job site. The phrase “from A to B” implies that only the curb-touching points of the trip are what matters. This removes the total experience of the rider to one that emphasizes a single variable, such as speed or cost. For car drivers, “from A to B” may involve a step into their garage, a drive, and a walk from the car into a building. The automobile trip enjoys government subsidies by specific policies such as a too-low gas tax that doesn’t cover the cost of automobile travel and road construction (Dutzik et al., 2015). The automobile trip is also supported by public policies that place free parking as an ideal, while it has shown to be a burden on the poor and non-drivers (Shoup, 2011; Shoup, 2018).

From the perspective of an automobile driver, “from A to B” is the perfect phrase to reduce transit to a service to be minimized through systemic inequities without regard to the community or environment. Land use policies emphasize the automobile experience, allowing decisions to block the creation of affordable housing, thwart placing affordable housing near transit, provide oversupplies of free parking, and remove anything but “from A to B” from decisions about transit. If rider experience, community cost, or environmental factors are dismissed entirely or assumed to be zero, inequities in transit inevitably result.

For a car-free household of limited income, choices in the urban environment for affordable housing near high-quality transit are limited. The goal of someone in this situation is to manage not just the transit costs but the housing + transit + transit experience costs. The distribution of low-density housing among low-density development immediately adds to the transportation burden because bus service to low-density developments will have longer service intervals, longer travel times, and involve walking to and from street intersections and roadside areas that have been optimized for automobile flow—with massive road widths, poorly marked or malfunctioning crosswalks, and extremely fast automobile traffic. This landscape is “Dangerous by Design” (Smart Growth America

2020) and adds to what I term “transit experience costs” because they wear on (or may kill) an individual. This experience cost is further increased by the impermanence of bus service--where routes can be canceled, removed, or moved. A transit rider may have been depending on a route for proximity to current housing, job, and shopping destinations. This destabilizes the living situation and reduces trust in public transit because no commitment is made to the transit rider.

An “A to B” planning analysis that erases the total experience of riders skews decisions a person might have to make. A household may feel the need to have no less than one car per adult in order to live in a pedestrian-hostile landscape. There may be no car-free housing available where parking space construction is removed from the design of a residential building site placed near a transit stop to make the per-unit rental costs lower. The assumption bias embedded in the planning process is that parking is either not enough or it is satisfactory--there may be no way to express the view that the amount of parking is excessive. A renter may have no car but have rent increased by “bundled parking” that the renter doesn’t use or need (The Center for Neighborhood Technology, 2016). A family might save over \$9,000 annually by getting rid of a car if they could reliably meet their needs with transit (Bureau of Transportation Statistics, 2019). Families who own several cars may be able to lift themselves out of poverty by getting rid of one or more cars if they are well-served by transit.

My experience traveling to 27th Street via Milwaukee County Transit Service bus for shopping and medical appointments at Aurora St Luke’s informs my observations about the car-dominated landscape. I discontinued my attendance at cardiac rehab at Aurora St. Luke’s because of the discomfort of traveling by bus and the complex and stressful nature of navigating to the hospital. Aurora St Luke’s has a transit score of just 50 (out of 100) and a walk score of 52 (out of 100) (Walkscore, 2021) despite it being such a major employment and healthcare destination. I also stopped shopping in the corridor for the same reason. It may be easier for me to order online, but local businesses of all kinds suffer because of the lack of local patronage. On my shopping trips, I would have a meal in a restaurant along 27th Street and shop at a variety of local stores. As of now, due to the pandemic, I’ve limited my travel to my local neighborhood, using walking and The Hop streetcar. I find the features of the streetcar help me make easier connections and significantly helped me during a period when I used a walker as an assistive device after heart surgery. It was very easy to step on and off the streetcar and gain a seat, on level flooring, in the center section area (see my blog entry listed in the Reference section, “Year of The Hop”).

We can enhance transit with rider-focused and community-supportive infrastructure. The bias to overcome is that the existing infrastructure fails to meet the needs of communities isolated from transit through land-use decisions that favor automobiles and place destinations far apart. There is an elaborate and growing system of permanent infrastructure optimized to service the movement and storage of automobiles, yet the infrastructure for walking and transit is seen as ephemeral. Parking requirements push neighborhood-serving grocery stores or pharmacies out of reach (Shoup, 2018). Bus routes that can be canceled or moved at a whim. Excessive widths of the streets and turn lanes relentlessly endanger pedestrians. Massive free parking lots disrupt mobility for walkers and spread out destinations adding to the walking and transit burdens.

There is a need to remove the infrastructure design bias. The requirements for highway standards on the corridor overpower all other concerns. A better emphasis would be standards for a community-serving boulevard. I acknowledge that this may not be possible, but I identify it as a design bias that this project needs to mitigate. Public transit infrastructure is community-supporting and offers numerous benefits and economic returns (American Public Transportation Association, 2021). However, public transit needs permanent funding, permanent infrastructure, a permanent effort for design and planning, and a permanent commitment to people who use it. Creating Milwaukee County transit as only a “drive-thru” service emphasizing road access while sending jobs and workers to locations outside the county is not an equitable policy, nor does it serve the economy of our county.

We can enhance transit by creating destinations and connections to them for walking to counter the overall design bias in favor of the car-oriented distribution of destinations. Researcher Donald Shoup eloquently summarized the benefits of shifting this emphasis: “We can achieve enormous social, economic, and environmental benefits at almost no cost simply by subsidizing people and places, not parking and cars” (Shoup, 2011). Boulevard standards can offer benefits over highway standards (Crowther, 2021). Examples and patterns from throughout the world show how urban land can be more productively used and provide access for people using all transit modes (Newman and Kenworthy, 1999).

The idea of connected destinations relates to the concept of urban fabrics that researchers have identified. The three fabrics of urbanism are defined as walking, transit, and automobile, with the automobile city being a mix of these three fabrics (Newman and Kenworthy, 1999). These fabrics “need to have different approaches” for planning, and the emphasis on the automobile fabric is “...a major contributor to the growth of automobile dependence in both the creation of new auto fabric on the urban fringe and the deterioration of walking and transit fabric due to the imposition of automobile fabric such as parking, road widening, and large setbacks.” (Newman, Kosonen, and Kenworthy, 2016). These researchers point out that planners “will need different strategic and statutory manuals for built form typologies that fit the different urban fabrics. Without this, the dominant automobile city framework will still be used despite the economic, environmental, and social demand for more walking and transit fabric” (Newman, Kosonen, and Kenworthy, 2016).

In this case of the 27th Street corridor, a balance can be made among the needs of these three urban fabrics. The infrastructure for walking and transit must be emphasized to compensate for overwhelming automobile emphasis. The permanent commitment to fixed infrastructure is the rationale behind the highway and street system from Roman times to the present (Reader, 2004; Marshall, 2000). The same commitment to permanence must be given to walking and transit so these fabrics can reach greater equity, and literally “hold their ground” in the face of automobile emphasis.

Of the modes this project considers, the streetcar represents an opportunity to bring high-quality transit, proven for years locally on our streets and climate in Milwaukee, and addresses the needs for equity, user experience, permanent transit infrastructure, and connected destinations. A streetcar brings emissions-free vehicles which offer a user-oriented design, rapid boarding and alighting, and ADA-compliant level-boarding areas. The serious consideration of a streetcar should be a viable option for this project and not be rejected outright because of higher initial construction costs, misconceptions about its operation, intra-agency rivalry, or politically-motivated opposition (Spieler, 2018, p. 13; Mayer, 2017; Litman, “Rail Transit In America,” 2020).

I advocate for the choice of a streetcar based on my experience of using The Hop in Milwaukee since it opened in 2018. I have documented my experience (December, “Year of The Hop,” 2021) and the advantages of streetcars (December, “Advantages of Streetcars,” 2021). A streetcar can provide the kind of high-quality transit that is seen as lacking for underserved communities (Spieler, 2020; Spieler, 2018).

The discussions about a streetcar as a transit mode involve a considerable amount of misconceptions and false dichotomies. Assertions that a streetcar could only be used by one ridership group--such as tourists or elites--and not residents--are false, as I can see by my own experience and use of the streetcar. I document the many, diverse destinations for The Hop’s route (December, “MKE Streetcar ‘The Hop’ Destination Guide,” 2021) and the hundreds of streetcar systems throughout the world show a variety of riders. Assertions that streetcars are primarily or only for development (King and Fischer, 2016) and not transit are likewise false dichotomies because streetcars can serve both needs. Other discussions about the streetcar spread false fears (such as bikes or motorcycles not co-existing with the tracks or that the streetcar wouldn’t run in snow) that have been disproven. I’ve come to see certain repeated statements reflect a common set of tropes. These types of statements might be politically motivated or influenced (Mayer, 2017; Spieler, 2018, p. 13). It is important that this project identify the motivation behind statements about the streetcar and be cautious of statements from people who have never used it regularly, are commenting from outside the area, or have a political motivation to prevent transit or streetcars from being used.

Researchers have examined development activity along streetcar routes. Mendez and Brown (2019) studied Portland and Seattle and found that “in certain contexts streetcars are associated with increased development activity.” These researchers caution that the function of the streetcar system as transportation is key: “the more effective a streetcar is as a transportation service, and the more widely used it is by patrons, the more likely it is to have development effects” (Brown and Mendez, 2018). Ramos-Santiago, Brown, and Nixon (2016) examined the role of streetcars for transportation as well as for development and pointed out both functions--transportation and development--are being pursued. New buildings have been and are being constructed along The Hop’s Main Line in Milwaukee since its opening (December, “Advantages of Streetcars,” 2021). I know of no research showing bus transit motivates development, and this may be due to its impermanence as infrastructure.

With development along a streetcar route and observations of higher land values, there are concerns about gentrification and displacement (Diciaula, 2019). Anti-displacement-oriented planning should work toward equity by “community connectivity and neighborhood network planning” (Thomas, 2020). Isolating populations from high-quality transit by placing rail transit in just one location likewise causes inequities due to scarcity when communities without rail transit are left behind or stranded (Spieler, 2018). The permanence of the streetcar does seem to motivate development, but a streetcar can be managed well to provide quality transportation (Li, 2008; Pitstick, 2018; Li et al., 2011; Nguyen, 2017; U.S. Department of Transportation, 2016). The concept of a transportation equity fund might be considered to provide a funding source to mitigate displacement and build affordable transit-proximate housing, a concept reported in recent developments along The Hop’s Lakefront Line (Jannene, 2021). Attention toward equity along with neighborhood network planning may bring the positive results of increased jobs, housing, access, and walkability to communities along with high-quality transit.

This is a list of the advantages of The Hop and its modern streetcar service that I have compiled (for a complete list with citations, photos, and videos, see my blog entry “Streetcar Advantages” listed in the References section):

1. Emissions-free, quiet (but not silent) operation: People feel comfortable being close to the vehicles.
2. Accessibility through large doors: Two large double doors open at the stops allowing many people to board and alight quickly and conveniently, even if carrying bags or using an assistive device. These large doors also provide excellent ventilation.
3. ADA-compliant, level-loading: People can access the streetcar platform along a gently sloping ramp and board all on one level, without stairs. People using assistive devices board along with everyone at the same time.
4. ADA-compliant, level-floor seating area: The interior middle section of the streetcar allows wheelchairs to roll to a seating area that has fold-down seats for people who need to sit in the level-floor area.
5. A smooth ride: I’ve ridden buses for many decades of my life, and The Hop’s movement on rails makes for a smoother ride than any bus I’ve ever ridden because the pitching, yawing, and rolling motions are dampened. Momentum due to starts and stops remains a caution (Newton’s first law of motion).
6. System design connecting walksheds centered at stations: The stations are set along the route so that the streetcar connects passengers to walkable areas covering the entire corridor. (A walkshed is the area around the station that people can be expected to walk to or from the vehicle; a distance of about 400 meters is often used as this walkshed distance. (Massachusetts Bay Transportation Authority, 2016; PedShet.net)).
7. Low-resistance rail operation: The rolling resistance of the streetcar’s wheels on rail is much less than rubber-tired vehicles on the pavement. This efficiency factor is estimated by different sources. The Steel Interstate Coalition estimates that rail reduces rolling friction by 85-99% versus rubber tires. The article “Why Rail Has 20X Energy Saving Advantage Over Rubber Tire Road Vehicles - The Science of Locomotion” also explains this efficiency. This fundamental fact of physics makes streetcars more energy-efficient to operate than a wheeled bus system. This energy advantage enables electric-powered rail transit vehicles to run in cold weather. The Hop demonstrated its ability in cold weather when running during polar vortex conditions. An electric bus, requiring more power, may never achieve this advantage. People who don’t understand this efficiency don’t appreciate how the tremendous rolling resistance efficiency of rail allows for electric operation with less power. This rail efficiency allows lower operational and life-cycle costs for the system’s power over its lifetime.
8. Fixed rail infrastructure placement: The predictable-path travel of rail means that the streetcars can be placed closely within pedestrian-oriented areas. This may seem so “obvious” that it is widely discounted and the significance of it is not even understood. Quite simply, it means that streetcars fit exactly into areas where people are at markets, public squares, shopping areas, and outdoor plazas (such as at Fiserv Forum in Milwaukee) because people can see the tracks and know exactly where the vehicles are traveling.

9. Fixed rail infrastructure commitment: The fixed nature of the streetcar tracks connotes an investment in an area's infrastructure that captures attention for land use decisions. The streetcar tracks signal a long-term commitment that a developer nearby can rely on. Residents also can rely on this commitment for choosing housing or employment.

10. The ability to support development: The Hop supports new housing, offices, jobs, and businesses by bringing passengers near to their front doors. These newly built or existing destinations then generate passenger trips that the streetcar can fulfill. This is the fundamental dynamic of the streetcar as a catalyst for growth--the positive, mutual support of development and transit. Each of the components--development and streetcars--must each meet their goals well and be oriented to supporting and gaining from each other. This may have been the factor behind Portland's success, where development and streetcars were planned together

(City of Portland Bureau of Transportation, "Portland Streetcar: Strategic Plan 2015-2020").

11. The ability to run in all weather: The Hop has run in snow, rain, snowstorms, cold (including the polar vortex when air temperature reached -28 C (-20 F) and wind chills -40 C (-40 F)), heat, and blizzards.

12. Hybrid battery and overhead-wire energy system: The Hop can draw power from the overhead wire through the pantograph or through onboard lithium-ion batteries. This allows for reduced construction costs and lengths of the route on which no overhead wires need to be constructed (Booth, 2019).

13. Record of safety: The Hop's record of safety during all of its operations has been exemplary.

14. Capacity: The Hop can accommodate a total of 103 passengers: 30 on fixed seats, 4 on flip-up seats, and 69 standees, according to the Brookville Equipment Corporation (Brookville, 2021). There are also seats for operators in each enclosed end cabin. Informal observations during Bastille Days has shown this capability with standees also using floorspace in the end seating sections and holding on to the overhead straps, giving a bit more capacity. This flexibility allows The Hop to serve many people during peak-demand periods.

15. Operator cabin secure: The operator of The Hop is in a locked cabin, with video and audio contact with the interior of the streetcar; this improves the safety of operation of the vehicle as well as removes the choke-point on buses where the driver is at the entrance of the bus, causing considerable delays as passengers board and pay their fares, stand, or chit-chat with the bus driver while the bus is in operation.

16. Well-designed interior: The layout and seating areas are distinct, with the two end sections offering seating facing toward each end of the streetcar (that is, forward in the direction of travel in the front, and backward to the direction of travel in the back (just to note: I find it completely satisfactory to ride facing either direction)). The middle section offers level-floor seating and room for standees. The result is a flexible layout that allows for larger passenger loads or social distancing. The volume of space is impressively greater than that of a bus, and the aisle distances and the ground-level area make it easier to get around. I like the same-direction seating on the end cabins. I like this interior layout better than any transit vehicle I've ever ridden.

17. Attention-getting service to diverse destinations: From The Hop's opening to the present, I see people look at and notice The Hop and, pre-covid, would make a point to ride it. This helps Milwaukee's tourism industry. The Hop was noted in an article by former Madison Mayor Dave Cieslewicz entitled "Civic envy: Milwaukee has eclipsed Madison in two big ways," with the two ways being food offerings and the streetcar (Cieslewicz, 2019). The Hop is also for residents: as a resident, I have used the streetcar for day-to-day needs, and I've observed others doing so, including stops for groceries, medical appointments, travel to restaurants, libraries, schools, historic sites, parks, and more.

18. Strength in supporting development, including affordable housing: Buildings can be placed right near the streetcar stop and allow for transit-oriented (Federal Transit Administration, "TOD Foundational Research") efforts, including affordable housing or even car-free housing.

19. The ability to draw and increase ridership for a transit route: A report (Tennyson, 1989) shows that the transit mode does matter in how people choose transit, with rail being favored. Gaining ridership is a major challenge for a transit agency, and having a mode that is shown to appeal to people can significantly help in this effort. The appeal of rail is an ongoing attraction and retention factor.

20. Support of walkable urbanism: The streetcar's nature as a connector of walksheds and its emissions-free, quiet operation makes it a perfect fit for areas that are oriented toward urban design patterns that place people first such as in New Urbanist concepts.
21. The ability to carry bicycles: People can make use of The Hop to move through the downtown without worrying about automobile traffic while at the same time transporting their bicycle. This allows The Hop to be an extender of bicycles used for transportation. Bublr bike stations are also near Hop stops.
22. Use as a walk extender: The streetcar can serve needs outside of its walkshed limits by using a streetcar trip as part of a longer trip involving walking. For example, I used The Hop to first travel to its St Paul at Plankinton stop, and then walk further down to a meeting at the Anodyne Walker's Point cafe. This use assumes the passenger will walk beyond the 400-meter walkshed limit, but I find my walking limit is further, and that the use of the streetcar as a starting segment of my journey greatly expands the walking area I can access.
23. Large windows: The big windows in the seating areas allow you to look out over the city as you ride, see businesses, and see the life of the city. This is tremendously important, and one of the major features I've enjoyed.
24. Permanence as infrastructure: The Hop motivates development because it is built as part of the city's public infrastructure. Other public infrastructure such as streets, sidewalks, bridges, utilities, sewage, and other systems make up the public offerings of the city and are the basis for attracting and retaining residents, private development, and supporting commerce, culture, and civic life. The streetcar's funding comes from the same recognition that a fixed infrastructure in one part of the city benefits the whole city as well as the region and even the state. The logical fallacy of opposing the streetcar because it is in fixed location contradicts spending on fixed location infrastructure of all kinds--from sewers to sidewalks, from bridges to airports, from city streets to parks of all kinds--each has a location, in a specific place. It is the fixed nature of this built infrastructure that is of benefit just as the fixed natural infrastructure, like the lake and rivers and land, is of benefit. The streetcar tracks define a fixed transportation route, just as streets, highways, and other transportation infrastructure, and this shapes the city (Marshall, 2000; Reader, 2004; Newman and Kenworthy, 1999).
25. The ability to alleviate the need for automobile storage at destinations: A good example is the Hop stop at The Milwaukee Public Market, where dozens of people at a time can be placed at its doorstep by The Hop. Those people don't have to drive or store a car nearby.
26. Reliability: I've seen the streetcar consistently perform on-time, and there is a set schedule for the streetcar to arrive at each stop. Delays have usually been caused by illegally-parked automobiles. Signal priority techniques (Li, 2008; Pitstick, 2018; Li et al., 2011) help the streetcar travel through intersections more quickly, creating a kind of "virtual right-of-way" that addresses many problems of not having a physical right-of-way.
27. Traffic calming and safer passage for pedestrians: The Hop's presence on the street seems to somewhat motivate drivers to obey traffic laws, obey parking laws, and generally slow down and observe their surroundings while passengers on The Hop are protected on their ride from these drivers.
28. Curb space benefits: The streetcar utilizes the curb space for bringing people to and from destinations much more efficiently than an individual vehicle. The Hop vehicle itself takes up less space on the road than if its passengers were in individual vehicles. Curb space management is a key to the success of an urban area, as the dropoff and loading areas to major stores or attractions tend to be poorly managed--with either the space given away for free which encourages traffic congestion in a hunt for "free parking" or illegally-parked cars, illegally-idling Uber or Lyft vehicles, or illegally-parked delivery trucks. The mismanagement of curb space slows the productive use of urban land near activities that are enjoying particular success--curb space competition is a sign of good business. The streetcar offers a transportation mode that can help solve this through high-capacity passenger delivery to attractions. The streetcar thus opens up possibilities for modern parking reform (Shoup, 2018).
29. Appropriate speed: The Hop is a public transit vehicle so it makes stops to pick up and discharge passengers. The door design makes this very rapid. The progress of the vehicle along its route is appropriate for the speed limit of the streets, the safety of pedestrians, and matches similar bus

service speeds. With signal priority (Li, 2008) and enforcement of parking laws along the route, The Hop's speed could be made higher. However, as a passenger, I find the speed perfectly adequate, and I don't consider speed the sole value of the streetcar, but I value the connectivity the streetcar gives to destinations, its reliability, and the quality of the ride. According to the Brookville Equipment Corporation, the maximum speed of the Liberty Modern streetcar is 48 mph (77 km/h) (Brookville, 2021).

30. Addressing climate change and meeting the challenge of the changing nature of cities: The Hop fits into Milwaukee's plans for addressing climate change and environmental issues (City of Milwaukee, "Environmental Collaboration Office (ECO)"). Powered by electricity, the streetcar is ready to use renewable sources. While electricity generation currently uses only a portion of renewable and sustainable energy sources, more can be developed.

31. Cost considerations: The perception that the high initial costs of streetcar construction alone removes it from consideration for urban transit seems to be a misguided one when considering maintenance, life cycle, energy, staffing, ridership attraction and retention, and land use costs and benefits. Streetcars ride smoothly on wheels in contact with rails and never touch the pavement of the street, unlike bus tires, and thus the vehicles and the pavement don't endure the damages resulting from bouncing of the vehicles. Streetcars have more capacity and enable a single operator to carry more passengers. Energy costs are much lower because of the physics of rail-travel efficiency. Streetcars also capture the attention of potential riders and provide a smoother, more satisfactory ride, and thus could lower ridership attraction and retention costs. The required ADA-compliant features of the streetcars are integrated into the design of vehicles, allowing level, equal-access boarding. The initial costs are high--construction of tracks--but the long-term operating and life-cycle costs may be less than expected. Further, savings due to air quality improvements, noise pollution reduction, and the ability of the streetcar to minimize distances (and hence save land value costs) to and from pedestrian areas and businesses, should also factor into cost analysis. Moreover, Milwaukee has an already-constructed streetcar Operations and Maintenance Facility, a completed Main Line, and five American-made Liberty Modern Streetcars. See also: Bell (2017) and Litman ("Evaluating public transit benefits and costs," 2020).

32. Award-winning, modern American-made streetcars and award-winning engineering: The Brookville Liberty Modern Streetcars are designed and built in Brookville, Pennsylvania, USA (Brookville, 2021). The rails used are American-made steel. In 2015, the Liberty Modern Streetcar won the Technical Innovation of the Year award for its onboard energy storage system (OESS) at the ninth annual Global Light Rail Awards in London. At the 12th annual Global Light Rail Awards in London in 2018, Brookville was awarded Manufacturer of the Year. The Hop and its engineers at HNTB Corp won the Engineering News-Record's Best Airport/Transit project in the nation in 2020. People who mistake the streetcar as something from the "1800s" don't understand that these are 21st-century vehicles with modern features, infrastructure, and operating techniques.

33. Proven ability to meet transit needs for people all over the world, including places like Milwaukee: There are hundreds of operating streetcar systems throughout the world that meet people's needs for transportation every day. Some systems have been operating for more than a century. A good comparison to help people understand why streetcars work in Milwaukee is Helsinki, Finland which has been running electric streetcars (called "trams") continuously since 1900. The climate of Helsinki is a bit colder and snowier than Milwaukee, and Helsinki's population is just under Milwaukee's population. Helsinki's modern tram network operates quite well today, and is set for "massive expansion over the next decade" (TheMayor.EU, 2021).

34. Benefits as public transit--economic, social, and environmental: The Hop streetcar is, of course, public transit and carries with it the general benefits that public transit brings to a community. Public transit benefits include energy and environmental benefits, economy and employment benefits, and health benefits (American Public Transportation Association). Rail benefits include "less traffic congestion, lower traffic death rates, lower consumer expenditures on transportation, and higher transit service cost recovery than otherwise comparable cities with less or no rail transit service. This indicates that rail transit systems provide economic, social, and environmental benefits, and these benefits tend to increase as a system expands and matures" (Litman, "Rail Transit In America: A Comprehensive Evaluation of Benefits," 2020).

35. Access to practical, day-to-day needs like grocery stores, a pharmacy, medical care, and community sites: The Hop streetcar brings people to grocery stores and a pharmacy along its current Main Line now. People from food deserts or who live far from these services can gain access. I can attest that it is much easier to bring bags of groceries onto the streetcar because of its level-loading, wide doors, and layout than onto a bus. There are several health clinics, exercise clubs, churches, and parks along The Hop's Main Line. (December, "MKE Streetcar 'The Hop' Destination Guide," 2021).

36. Equity opportunities: Rail-based public transit offers a way to rebalance the inequities that have been happening for nearly a century in the US and throughout the world: public expenditures for automobile-centric travel and development have dominated, oftentimes leading to the destruction or "cutting in two" of communities and social inequities. The high-quality transit experience streetcars offer reknits the urban landscape around people and transit and can start to rectify this imbalance. In the great tradition of cities throughout human history, streetcars can build the shared infrastructure upon which commerce, culture, enterprise, and civic life can flourish.

The Hop streetcar specifically is scaled at the neighborhood level, in terms of its connected walksheds, and thus bridges the walking and transit fabrics as described by Newman and Kenworthy (1999). Streetcars are the original generators of much of the transit fabric of the Milwaukee area (Canfield, 1972). A streetcar can operate in mixed traffic as well as dedicated right-of-ways. A streetcar in the corridor could fit in scale and purpose into larger-scale rail services such as connections to light rail stations or streetcar-train support (Naegeli et al., 2012). A streetcar exhibits the advantages of rail (Litman, "Rail Transit In America: A Comprehensive Evaluation of Benefits," 2020) at a people-oriented and neighborhood-level scale. A streetcar reknits the transportation fabric that was weakened when historic streetcars were removed. Many cities now are seeking ways to reknit these walking and transit fabrics.

A high-quality rail line could provide high capacity service, draw favorable attention from people, and provide a superior ride experience which draws ridership (Tennyson, 1989; Tawfeek and Gouda, 2015). Further, an emphasis on higher-density development along the corridor with an improved pedestrian experience can bring 27th Street up to its potential as a major development corridor for Wisconsin's largest metropolitan area and offer distinct opportunities unavailable anywhere else for business and living. The Hop streetcar has proven the capabilities of streetcars for emissions-free, high-quality transit that has operated in all weather--from the polar vortex to snowstorms--with safety and reliable service on Milwaukee streets. Moreover, The Hop streetcar has demonstrated how an emissions-free vehicle, on a fixed track allowing for predictable path travel, can more closely and safely meet pedestrian features and travel near pedestrians, such as the wide sidewalk area on the south side of The Milwaukee Public Market. The streetcar, unlike a bus, offers advantages for building pedestrian-oriented spaces and streetscapes along the corridor that closely interact with people because of the zero-emissions, low noise, and fixed track assuring the route of the vehicle. Further, the fixed track nature conveys permanence to riders and can support developers on the corridor who would wish to make long-term investments and business orientation at the transit stops.

In considering streetcar, Bus Rapid Transit (BRT), and Light Rail Transit (LRT) modes, research and experience have shown that all are successful public transit modes (McCunney, 2014; Brown, Nixon, and Ramos-Santiago, 2015; Tawfeek and Gouda, 2015). What is in question is the design purpose of improving the 27th Street corridor and, in particular, the land-use decisions (Schlickmann et al., 2017). The BRT versus rail question should be decided by the overall purpose of the transportation and the overall vision for how the corridor could transform equity and land-use outcomes. Currently, the automobile-orientation of 27th Street is clear. A re-orientation around pedestrians and walkable urbanism, served by streetcar with its proven ability to support the dense placement of people and features, opens the door for more development and more housing, affordable housing, car-free housing, transit-oriented development, and modern parking reform (Shoup, 2018). The outcome is not unknown: examples throughout the world show how greater community equity and prosperity can come about with superior transit, as transit itself is a shaper of cities (Newman and Kenworthy, 1999; Marshall, 2000; Reader, 2004).

Streetcar transit conveys to riders as well as developers that a permanent commitment is made to transportation, and this could be transformative. The durability of rail is like the durability of the street itself: a permanent commitment. By placing a bus service that has poorer rider acceptance, a

poorer quality ride, and impermanence there, you are sending a different message: the status quo is perfectly fine and can reassert itself after a short makeover. I urge that our planning can seize this moment to create a unique streetscape, in the heart of the county, to set a bolder future vision that builds back better than what we have had before. For transportation, “cities can continue to lead the charge in helping the nation overcome massive transportation infrastructure maintenance, climate, and equity challenges” (Gore, 2021).

The 27th Street corridor offers a setting where the streetcar may offer faster service for more people than its current Main Line. The 27th Street corridor is a long, straight route that could allow service at the higher speeds possible for the Liberty Modern streetcar, up to 48 mph (77 km/h) (Brookville, 2021). The Kansas City streetcar is currently undergoing extension along a generally straight route “3.6 [5.8 km] miles south on Main Street, adding 16 stops and connecting the Downtown starter line to Midtown, Westport, the Art Museum District, the Plaza, and UMKC [University of Missouri--Kansas City]” (Kansas City Streetcar Authority, 2021). Spieler praises the Kansas City streetcar because it “stands out from its peers with a simple route that connects multiple activity centers” (Spieler, 2018). The engineering complexity and costs may be alleviated by a long, straight path along the 27th Street corridor. Advances in battery technology and the streetcar’s hybrid power design already reduce overhead wire construction requirements (Booth, 2019). A dedicated right-of-way in certain areas may also address automobile speed concerns by supporting a road diet approach (Project for Public Spaces, “Technical Guidance on Road Diets”).

The need to provide equity and access through high-quality transit in this corridor can be met by a streetcar. In particular, my observations of the streetcar as connecting walksheds places it at a neighborhood-serving level versus light rail which has larger distances between stations. As a resident of Milwaukee County, I ask that our planning process step up to the challenge and remake transit along the 27th Street corridor with a serious consideration of a streetcar along the full length of 27th Street or in phases from a starting point along the corridor that serves underserved communities and expands over the years further to the north and south. Such a design should also leave open the possibility of streetcar connections to light rail stations.

I make this comment based on my use of the streetcar and bus transit for years as well as examining transit research. A streetcar offers user-accommodating, emissions-free, and permanent infrastructure. The streetcar serves as a catalyst and support for development. The streetcar fits a niche between a regular bus and light rail, and its life-cycle cost comparison could be favorable. A streetcar route connecting the existing streetcar operations and maintenance facility at the Hop’s facility near the Milwaukee Intermodal Station area would bring more neighborhoods into the reach of downtown destinations on the Hop’s Main Line. In this way, the streetcar can continue to build the health, equity, livability, and prosperity of our community.

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# DETAILED COMMENTS FROM ROUND 2 OF PUBLIC INVOLVEMENT APPENDIX C

Detailed comments that were received during the second round of public involvement are provided in this appendix. During round two of public involvement, feedback was solicited regarding three topics: transit types, route options, and station locations. All comments are provided verbatim, listed by topic, and then in the order they were received. General comments are provided at the end of this document.

## TRANSIT TYPES

Detailed comments related to transit types are listed below:

- Up front costs vs long-term costs should be considered
- Rail is going to be tough to justify based on cost, installation cost in a road that has been reconstructed within the last decade, appearance of the overhead wire, etc.
- Rail along 27th Street is a great option since the street has a median and is wide
- True LRT would spur development along S. 27th Street, similar to Minneapolis LRT experience
- LRT is a superior experience compared to BRT
- I love the rail option and think it's transformational to regional transportation in Milwaukee. I think the various spurs to Bayshore, Drexel Town Square, etc. would make a lot more sense as BRT, express buses, etc. connecting to a hypothetical north-south LRT.
- NEXT is great!
- I mean most of S. 27th is strip malls that should be re-developed as higher density in the future anyway.
- Adding to cost, I would think if Milwaukee had a serious proposal for LRT that the new Federal administration, that Milwaukee would have pretty high priority for DOT, etc. grants."
- Re: the 27th St. corridor being on the light side for LRT ridership, would we consider that a true LRT would probably

spur a ton of development along S. 27th strip malls? Minneapolis' success with their LRT is undeniable and it's hard to believe we wouldn't find similar results here in Milwaukee.

- I mean, new Federal administration seems to be in line to turn the money spigot on again.
- Well, I mean I'd argue ridership here is low because we don't offer high quality transit here now.
- Right now outside of the East Side to say downtown, service simply isn't competitive with driving in Milwaukee. We're never going to grow ridership unless we can get better at that.
- I mean I've ridden rail and buses all over the world. Yes, BRT can be OKish, but it's still far and away not as good as any rail option I've ever used.
- Obesity is a huge medical issue in communities of color the size of the seats does not accommodate this issue in a respectful way can we look at this
- It makes the most economical sense to use the BRT. The streets are too narrow now in some areas of 27th Street, so they would need to be widened for this to work. Safety is an issue, due to impatient drivers. Don't make the stops too spaced out or you will make it harder for disabled persons to utilize this mode of transit effectively. Faster travel times will be a great help for everyone using this service.
- If BRT is the chosen route we need to push for mostly dedicated lanes, very disappointed in how much that was scaled back with the East West BRT
- Unlike the BS politics that removed many of the dedicated lanes on the east west BRT this corridor (and that one hopefully we go back to in the future) needs to be all or mostly all dedicated lanes. Otherwise it's not actually BRT it's just express bus service. Yes something is better than nothing but if we want Milwaukee to be what it can be we need to stop halfassing things and think big. We always let the small minded among us get in the way of good things. We need to go back to our roots of big ideals, things like Jones Island, pushes for workers rights, and some of the other first or close to firsts that we used to do.
- While construction costs would be higher than BRT, the maintenance costs of light rail are much lower than a bus and can transport more people across town at a faster rate. A rapid streetcar with dedicated transit lanes would also be more cost effective than BRT. Both fixed rail options would promote more transit usage & interest than a bus could ever provide. I have ridden both the BRT and Light Rail in Minneapolis-St. Paul before. Taking the train was a far more enjoyable & comfortable experience than the bus rapid transit route that was available. I would recommend using light rail over BRT out of those experiences.
- I think this project should be fully dedicated to the transit and pedestrian experience and I think you need to collaborate with the City and the County FULLY for increased connectivity. Pedestrians are dying at a very high rate in MKE Co. Especially along this proposed "transportation enhancement.
- Milwaukeeans are also dying on state owned roads that run through our metro at an alarming rate. The DOT is not taking care of us. They do bare minimum check off a box for pedestrians and give the rest of the money to the contractors to pour concrete. People that project manage for MKE projects should be people that live in Milwaukee not out of touch. They just want to move cars as quickly as possible through our city and prioritize parking. It's an act of discrimination and it needs to STOP. DO BETTER.
- The use of mass transit is important. If this expansion moves forward, then expanded routes easterly need to be identified to create true connectivity to large employers and to drive economic growth of the entire region.
- We would love to see a light rail or streetcar option along this route. Please, please something to remove a drive lane along Layton & 27th. Something to speed transit along the corridor and help reduce the insane amount of reckless driving. Removing a drive lane and parking and adding a dedicated bike lane and rail is exactly the kind of project we need.
- Milwaukee needs a robust Rapid system - and that starts with dedicated RAIL-based transit. Streetcar or Light rail, either works as a start... but for distances further than the city core - light rail will work much better. This system also needs to directly integrate downtown - not just pass at 27th (or is it 16th) street. At a bare minimum cross in Westown (ie 6th). This is a commuter service

since Milwaukee has no regional commuter rail (which we should).

- I work just off of this corridor, would love to see light rail added.
- Eliminate right hand turn lanes along route. Pedestrian curb bump outs at every intersection.
- Faster travel times and more frequent service are the two trademarks of excellent public transit, and are an absolute requirement for this project. We want to make it an option for every resident, whether they can afford a car or not, and this will go a long way to helping that cause.
- Additionally, I don't want cost to deter us from providing the best transit, and best development in the corridor. With a fixed rail system, we can guarantee the transit stops which will greatly encourage development.
- Finally, I don't believe the costs shown here are accurate representations of what each done right in the 27th street corridor would cost.
- MKE E/W BRT is not what I would consider BRT "done right". BRT done right has dedicated lanes throughout, and if necessary its own dedicated right of way to avoid losing quality of service (think bridges or its own separate road.) This is not happening with MKE E/W BRT thus the costs are far lower.
- The MKE The Hop numbers are higher than what could be expected. There were a number of additional costs when building in Milwaukee's downtown, that likely won't be needed on 27th Street including the extremely expensive utility relocations.
- MSP Green Line is truly a well thought out line. I would prefer something similar to this, with an eye towards expansion east towards downtown, and an expansion west towards Miller Park. This would truly bring the most investment/ridership."
- Due to the cost, BRT probably makes the most sense, but a thought I had was that if the route is successful, the route could transition to a rapid streetcar or even a light rail.
- Let's provide real rapid transit and giving the dedicated right of way for light rail is best in my opinion. We need modern transit to match cities even like Minneapolis. A rapid streetcar would work if dedicated lanes cannot be achieved easily. Would love to quickly and efficiently get from Franklin into near downtown and areas north by means NOT in a car.
- This is the perfect corridor to invest in rail travel. The northern part of the corridor already has the 30th street rail corridor. And the southern part on 27th street has a wide road perfect for center running, dedicated transit lanes. Although rail is more expensive up front, it has greater long term payoffs with investment, ridership, and access. This route could serve as a backbone from which to spread out many other rail routes throughout the city.
- I think concern over frequency/speed of service will be best addressed by prioritizing transit (and bikes!!) on the roads and reducing car dominance. If we keep attempting to improve transit without prioritizing it over cars, we'll never get much faster or more efficient.
- Commuter/regional rail on the 30th corridor rail spur (north to Capital for starters at least - eventually to Germantown and south to Racine/Kenosha) should also be on the table.
- Rails in the road are no good. Prohibit a temporary change in the route due to weather, accidents, road work, etc.
- BRT can be a starter that gives way to higher-grade transit types later. Lighter quicker cheaper. Also streetcars are frustratingly slowwwwww, slower than the bus, at least if you compare the 30 and the Hop between Burns Commons and Wisconsin Ave.
- Considering stops closer together is important to people with disabilities
- From my perspective as a non-car owner who exclusively relies on mass transit and active transit:
- It needs to be frequent (sub 10 minute service intervals), relatively fast (second in importance to service interval) and have comfortable stations (shelter from wind/rain!) with good bike facilities (i.e. colocation with Bublr docks, well designed racks, and bike lockers at key locations)
- As far as BRT vs rail options, just about any modern light rail vehicle or tram (i.e. the units used by The Hop) is much better for bikes (or ADA & mobility stuff!), given that rail has multiple double doors, wider vehicles that don't lose interior space to wheelwells, etc. and has 1,000x better ride

quality & comfort based on my experiences riding buses, trams & LRT/metros all over the US & world.

- Given the very likely pending new massive increase in federal transit funding ala the infrastructure bill I feel like going for anything less than LRT in this extremely important transit corridor would be a huge let down for MCTS & the Milwaukee metro area.
- As a resident Minneapolis' light rail experience should be our model & goal, and given that we're decades behind at this point we need to start now. This route as LRT would be completely game changing for Milwaukee's transit landscape and making the metro area feel more connected.
- Please select the LRT option, think big!
- Desired vehicle characteristics: emissions-free, ADA-compliant, large doors, level-loading, fast-loading, wheelchair seating area, smooth ride, large windows, American-made, electric-powered, energy-efficient (rail), quiet operation, excellent ventilation, proven ability to operate in sub-zero temperatures, onboard energy system battery, record of safety, high-capacity, operator cabin secure, proven rider preference, long-term cost efficiency through higher capacity and more durable vehicles, high-quality rider perception, payment prior to boarding
- Transit must be prioritized in this and other important travel corridors. This means giving transit vehicles, whether rail or bus, dedicated lanes, particularly in congested areas, and giving transit vehicles priority at traffic signals.
- Would love to see dedicated lanes on 27th/Layton. Right now the driving is terrible with people not stopping at signals and racing up and down the street. We need to reduce the travel lane and have dedicated lane for transit. Please leave enough room for protected bike lanes too!!!

## ROUTE OPTIONS

Detailed comments related to route options are listed below:

- Residents along Drexel may be opposed to mass transit development
- Let's not go east to Drexel Town Square and then back to Ascension – 20 extra minutes for little benefit
- Might make sense to have light rail serve the main north-south corridor, with BRT serving the spurs to Bay Shore, Drexel Town Square, etc.
- Could combine options
- Combine options at south end
- Service along the rail corridor would not disrupt the neighborhoods in northern Milwaukee as much, given the separation of tracks and roads.
- I like the Drexel Town Square routing – pairs well with future transit along Howell.
- Green Bay Avenue is a very narrow road that might limit the modes that operate on it
- Ottawa O-Train could be a good model for Milwaukee County
- Love these alternatives and explanations of the routes you didn't select.
- Though full use of 30th St rail corridor to Intermodal station would be ideal, Ensure at least a solid E-W BRT connection for Downtown access
- The 30th Street Rail Corridor would be ideal for any transit option. For BRT, this would allow for dedicated lanes free of traffic and move more people in less time. For light rail or rapid streetcar, this would not only move people even faster than a dedicated BRT lane, but also would have more space to work with than an on-road option for fixed rail. This corridor is perfect for modern transit usage being wide, and graded for rail. The North-South Transit route would be the prime opportunity to put an abandoned rail line back into use for modern day Milwaukee. At the northern end of the Corridor in Brown Deer, a multistory car parking structure to serve as part of a transit station would be ideal for commuters who would otherwise be driving into Downtown Milwaukee.
- Drexel Town Square would my preference for the south option as this area has density and room

for growth. This option also allows for a light rail or rapid streetcar station at Northwestern Mutual's offices and there is room near both Drexel Town Square and Northwestern Mutual for a park & ride and a rail car maintenance barn if needed. My only concern with all three South options are they in areas with large numbers of conservative constituents that may use as much as political force as possible to stop the entire transit project from happening. In fact, I do get thoughts & reminders of the anti-rail crowd from the 1990's over light rail, and more recently the streetcar in Downtown Milwaukee. With that in mind, while I strongly approve this project and see Drexel Town Square the best of the three given options, I would suggest that a southern option that ends at Mitchell International Airport using Grange Avenue be an option if any of these three provided options are responded with negative or unconstructive feedback."

- I don't know enough about the ends of this line to give informed opinions. What routes create the most connectivity, esp. to East-West lines?
- I've tentatively picked the 30th St Rail corridor on the assumptions that 1) this is close enough to main streets to be safe and accessible and visible/attractive, and that 2) this is going to be developed into a bike-commute-able trail. A danger of this choice is that people won't see it and won't be primed to try it: out of sight, out of mind. A potential plus is that it wouldn't have to deal with traffic(??)
- Personally as an East side resident I'd likely use it more if it went to Bayshore, but I am not a prototypical user of this route. I'd think it'd be more useful going to Brown Deer. I think I have students who'd take this from Brown Deer, for instance."
- For option 1 I think it should be extended up to the Donges Bay/Enterprise Dr industrial/business park where Rockwell Automation and other businesses/jobs are located. We always talk about the gap for job access from transit and here's and opportunity to attempt to fix that and with a quicker trip as well.
- The Northern spur to Brown Deer makes the most sense. A future spur to Northridge might also make a lot of sense if/when that site is redeveloped.
- If rail is chosen, using the 30th St rail corridor makes sense in the north. In the south, going to Drexel town square makes sense to connect with a hopefully future rail line going north-south on the existing rail there. If Ascension franklin would be a heavily used alternative, I could see the appeal of going there instead.
- Like the thought of visiting areas I have never been to.
- In all cases, the stops for the vehicles must be placed close to the destination buildings, not at a distant parking lot requiring passengers to walk a significant distance to the main entrance. This principle seems to be ignored at many points. The close placement of the vehicles to the entrances of buildings makes passenger use of the system easier, more likely, and safer.
- Would prefer transit along the lake to southern suburbs like st francis, cudahy, and into downtown south milwaukee
- I really think if you are coming down Drexel you should extend all the way to the Grant Park Plaza in South Milwaukee. That area has greater residential density than Drexel Town Square, it has two grocery stores, a Walgreens, banking services, Physicians Urgent care etc.
- These two routes seem to make the most sense for final destinations to me. There would be shopping centers but also job centers at both ends.

## STATION LOCATIONS

Detailed comments related to station locations are listed below:

- Connecting to the Menomonee Valley is very important. There are a lot of jobs there, and service was cut in recent years.
- Connecting to the Valley is a good idea
- The Amazon facility is at 9700 S 13th St, Oak Creek, WI 53154
- Curious why there was a stop south of 27th and Morgan rather than closer to it

- The higher the quality of transit service, the farther that potential riders will be willing to walk.
- The selection of stations and the spacing of them is quite good. However, the only place that I would suggest an additional transit station would be for Mitchell International Airport.
- Station locations should be on good pedestrian routes. Consider a small detour if desirable - for example, NML stop could be right outside building rather than on 27th.
- If we want faster transit, we must be willing to have stops that are further apart. For closer, more frequent stops, existing MCTS provides that option.
- In order to make the transit rapid, stops must be placed further apart. Busses can make up the difference with their frequent stops.
- Station spacing should line up with other forms of transit options to get the most out of the system. I do like how the spacing reflects how dense the area is
- Long distances are okay for me, but not consistent with the accessibility goals served by level boarding. I'm probably willing to walk (or bike or scoot) 6-9 blocks, but 3-6 blocks is probably better for the general population, and also more reasonable for people who need level boarding. Paying at stations would be great but the paystations would probably need to be as durable as old-fashioned parking meters.
- Do safety call boxes actually work?
- It's important to have the stations be as accessible and safe as possible to increase ridership. These need to be more than a slab of cement and a bench next to a busy road, as is so often the case with transit stops.
- Should be looking at a rail transit option, regardless.
- The safety of pedestrians to get to and from the vehicles and destinations needs to be improved. Your stops include places where there are no sidewalks or safe crosswalks.
- The station locations must include close, multi-use destinations. There should be many different types of destinations (retail, office, housing) within steps of the stations. Avoid stations which are placed far from entrances.

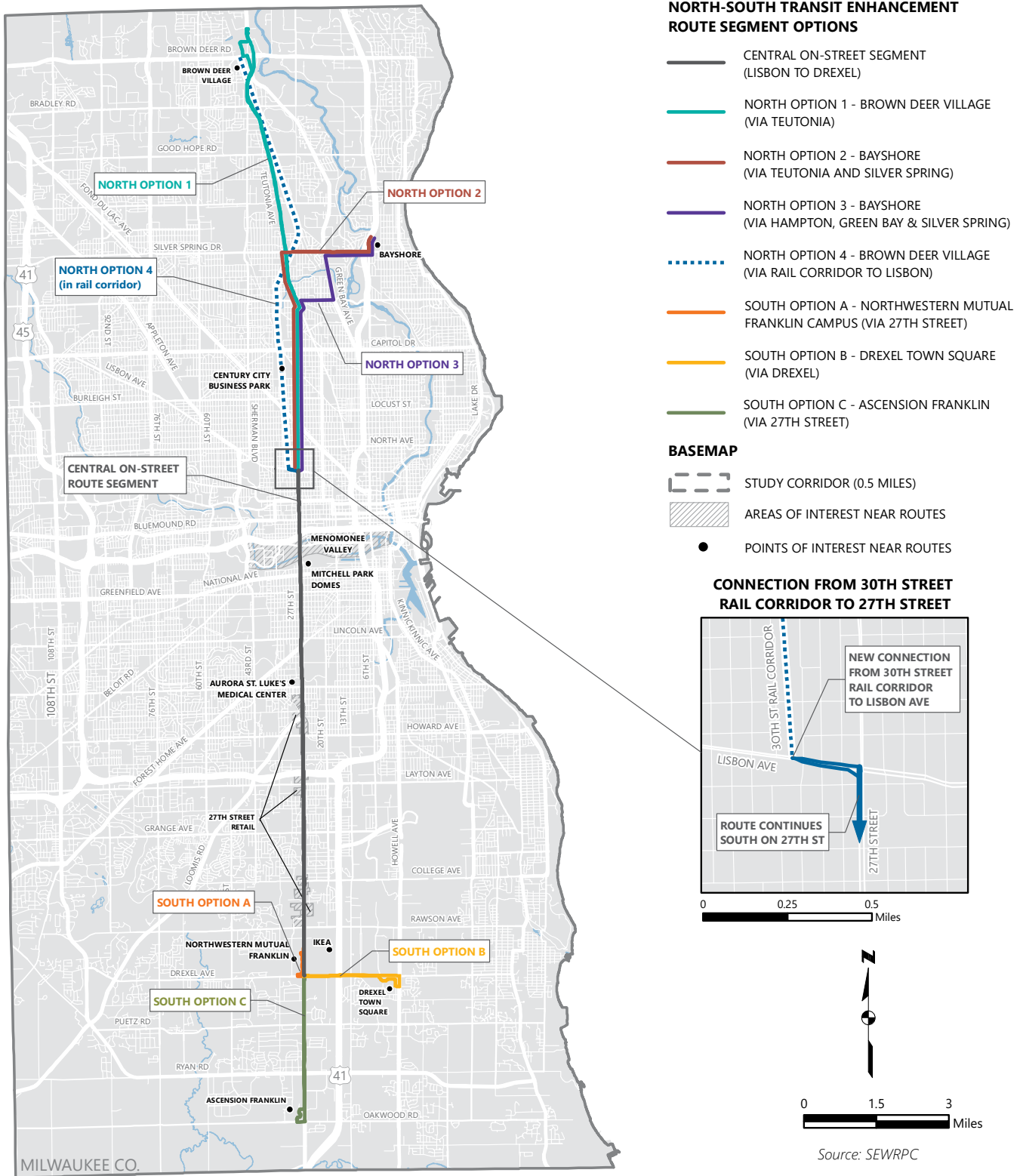
## COMMENTS ON INTERACTIVE WEB MAP

Map C.1 shows the interactive web map in Remix that was presented during the second round of public involvement. The map was shown during the meetings, shared on the website, and in follow-up emails after the meeting. The map showed route alternatives under consideration and preliminary station locations.

### Comments on North Option 2:

- This route makes sense, but honestly it should be considered as part of a separate express/HF bus project and not a rapid transit that crosses the metro area, do it as i.e. a Silver Spring east-west route intersecting with a rail corridor option in this project.
- Integration with bike trails is key
- Integration with bike trails need to be considered. Adding Bublr Bike docks would drastically improve the mobility from the corridor and help reduce or eliminate gaps in transit.
- I'm dreaming of a good rapid transit network with 10 minute or better headways tied in with an extensive electric Bublr footprint as last mile service.....
- If this is chosen, why not have the bus stops be in the Bayshore Town Center Square instead of along busy Port Washington Road
- This [station at Bayshore] would make for great integration with other bus lines that serve this "hub". It would definitely need super-high-quality treatments here, though, to get through all of the intersections and not lose time
- The park & ride at Bayshore needs to be completely rethought. Even though it is across the street from Bayshore Mall, the traffic to cross through makes it feel disconnected and not very inviting.

# Map C.1 Route Options and Station Locations



#### Comments on North Option 4:

- Opportunities for future extension (hypothetical RTA scenario) via rail to Mequon, Cedarburg, maybe even Port Washington along this right of way? But given this location as others have mentioned the possibility for infill development right here with transit is immense.
- While there are plenty of new apartments being built in the surrounding area, a park & ride structure of some sort at the northern end of North Option 4 in Brown Deer would be a great addition that would get more people to take transit into denser area of Milwaukee.
- Having Bublr Bike docks at transit stations, especially ones that straddle the Oak Leaf Trail and others, would dramatically help with covering gaps in transit that would otherwise be left to be completed by walking.
- Would a maintenance barn or facilities for the vehicles be build here? If not, where would one be built? Century City seems to be a great space for one.
- Why are there only 30 minute headways on weekends? 30 minute overnight is probably fine, but daytime headway should be 15 minutes or less, 7 days a week. Many areas don't even consider a system to be rapid transit if it is operating at more than 30 minute headways. Unless those are only placeholders. In which case, disregard.
  - Note: Staff replied that yes, those were placeholders and will be updated in further phases of the study.
- Reply to above comment: One can hope. If this project is running anything less than 10 minute peak frequency it's a massive failure that needs to be scrapped or reconsidered. Off peak should be no more than 15-20 minutes 7 days a week, preferably 15 or less. The absolute number 1 reason I don't use transit more is A. the stops suck (I mean MCTS stops are among the worst I've ever seen anywhere in the world that I've been) and B. the service intervals are excruciatingly long for city transit service; nobody wants to stand on a desolate sidewalk with no shelter or seating for 20 minutes (\*especially\* in hot/cold weather), especially when I can just bike or walk faster than transit when you factor in having multiple 10-20 minute waits for transfers). A 15 minute car trip, or 30 minute bike should not be an hour transit trip. By doing these things (i.e. low frequency, low stop quality) you're dooming MCTS to be mostly a transit mode of last resort for those who absolutely have no other option. Fast & frequent matters, and the stops matter less if it's very frequent.
- Placing a transit station above the roadway on crossings would be quite attractive— especially with light rail or a rapid tram. Being able to transfer from a train or some rapid transit to MCTS Buses and Bublr Bikes below would be a fantastic feature.
- Reply to above comment: The dream really. Think of the areas around red/brown line stations in Chicago and how well some of the space underneath stations are used.

#### Comments on the Central Segment:

- Some of these stops seem really close together, at least compared to my experience with light rail in the Twin Cities
- While the East-West BRT is not yet completed, a transit stop here would involve a lot of transfers to and from the East-West BRT line. Would transferring riders have to pay again or be able to transfer without issue?
  - Note: Staff replied that like with the current bus system, riders likely would not have to pay an additional fare for transfers.
- A transit station over Canal Street would make perfect sense. Transferring to a flyer bus that goes to the stadium or to Potawatomi would draw more people to use this transit corridor. Also, this would go by the Hank Aaron State Trail and serve as a great connection for biking.
- Having traffic calming measures made to the roadway at intersections where transit stations would be located is needed to slow drivers down.
- Reply to above comment: Seconding.
- Huge opportunity with tie-ins with the city to calm/pedestrianize this intersection [S. 27th Street

and W. Oklahoma Avenue) and provide much better transit facilities for intersecting routes on Oklahoma and further north on Forest Home. Also again, bike/ped safety is a massive problem here given that this is probably one of the busiest and most uncomfortable intersections in the city.

- Connecting this corridor to Mitchell International Airport via Grange Avenue would be a welcoming move. Providing travelers with a BRT, or better yet, a rail-based option using light rail or a rapid tram in and out of the airport would be highly attractive.

#### Comments on South Option B:

- South Option B could serve the in-progress development at 13th and Drexel, new development around IKEA, and provide access to the Oak Leaf Trail
- I support South Option B as it would create stations that could be shared with a future north-south enhanced transit route linking Drexel Town Square to the airport, downtown, and points north. This option would also serve Oak Creek's Northbranch Industrial Park.
- Reply to above comment: Drexel Town Square would my preference for the south option as this area has density and room for growth.

#### Comments on South Option C:

- Service down here seems really unnecessary unless we can get really high speeds and far stations to decrease travel times. I'd rather we use our transit funding to serve high-density areas.
- This option would only make sense with a significant park & ride included. Otherwise, this would not be a very desirable spot to start and end a transit line.

No comments were provided on the map on North Option 1, North Option 3, or South Option A.

## GENERAL COMMENTS

Several general comments were also received. Those comments are listed below in no particular order.

- She lives in Layton boulevard- It is a portion of 27th street. She mentions how she notices many accidents throughout the year, roughly 10 car accidents a year.
- Transit is low because service levels are low in Milwaukee County – not competitive with driving
- We've gotta stop giving cars agency as if they're acting autonomously without driver input. :)
- Yes, particularly in north side neighborhoods
- As someone who chooses to live car free by choice, it's immensely frustrating living here.
- Sure, I agree. But we're never going to expand the realm of what is possible if we don't try here.
- If we keep settling for mediocre alternatives, we're never going to see improvements.
- It will be important for businesses to have pedestrian-friendly routes. Having a massive parking lot between the stop and the door isn't going to attract riders.
- I just had an outreach thought, you're probably already on it! Are there QR codes/info posted on the buses and at the bus stops for transit users to provide their feedback? I can't remember that coming up in our outreach meeting, but maybe it's standard for public engagement.
- I absolutely love the idea of adding light rail and/ or a train system to get in and out of downtown. I've spent some time in England and I think that's a great model to look at. I think once train systems become more available and convenient (and cheap to ride) we'll start seeing real (equitable) change on how people get around the city and the suburbs. Thank you! Hope you're getting some good feedback!
- A rail system is a horrible idea for a transit system. It is extremely expensive to install, and inflexible. The Hop is a great example of this. Few riders, and that is when it is free. Busses are a much better choice for this project. Ridership will be low, therefore the taxpayers will have to substantially fund this awful idea.



# DETAILED COMMENTS FROM ROUND 3 OF PUBLIC INVOLVEMENT APPENDIX D

Detailed comments that were received during the third round of public involvement are provided in this appendix. During round three of public involvement, feedback was solicited regarding four topics: (1) the draft of the Tier 1 Evaluation, (2) route options, (3) bus-only lanes and other service configurations, and (4) station features and locations. All comments are provided verbatim, listed by topic, and then in the order they were received. General comments are provided at the end of this document.

## DRAFT TIER 1 EVALUATION

Detailed comments related to the draft Tier 1 Evaluation are listed below:

- I understand why BRT looks like the most feasible for this corridor based on the cost per mile. However, I still believe that some sort of rail option is actually best for this corridor. Although it is more investment upfront, rail attracts a higher level of development long term, as it provides a permanent and visible base for TOD projects along its route. This route could serve as the N-S spine of a long term city-wide system. That being said, if BRT is done right, it can have similar, albeit lesser effects. It needs to have dedicated corridors and priority on the road though. Otherwise, it's just a slightly fancier bus.
- I really like the light rail transit as I believe it will encourage a line for future development between Minneapolis, Madison, Milwaukee, and Chicago.
- Don't bother. MCTS buses suck as they are right now. The website trip planner and bus locator functions don't work. Drivers fail to stop for passengers at stops, drivers routinely run through red stop lights.... Why would you bo
- "Marketability of the facility is vitally important. The state, county and municipalities already pour immense amounts of money into making driving cars easy and fast to the detriment of public transit, bicycling and walking. Driving and riding in cars is the social expectation, even for those without them. The

solution needs to be flexible so it draws people out of cars and changes perceptions. Programs to consider might include:

- Founding Rider Passes, which never expire, allowing free access to those living/working/shopping in the corridor.
- Design so LOS for car travel decreases and motorists start to avoid the corridor or switch to using the facility.
- Make plenty of room for bikes on board. Have lots of security monitored bike parking at stations.
- Provide small, frequent connector busses traveling through spread-out destination districts to get people to and from the facility more easily.

The roadway design employed along most of the corridor has produced conditions inherently unsafe, uncomfortable and inconvenient for bicycling and walking. Most of this needs to be corrected for this type of facility to be viable: so people will want to use it.”

- Complete WASTE of money!!! Milwaukee is a complete mess and already has mass transit that it cannot afford!!
- I’m very happy that the County is pursuing a new BRT line. I think this corridor makes a lot of sense for a robust BRT line. There are a lot of important institutions and destinations along the route as well as jobs and densely populated neighborhoods. I’m looking forward to seeing how the project progresses.
- Well done! Excited for BRT
- “I am a citizen that utilizes public transportation on a daily basis in Milwaukee,
- Enhancement routes: I would prefer to see North Option 1 or either of option 4. I think there are already enough routes going to Bayshore and not enough going to Brown Deer. I end up walking along roads without sidewalks whenever I go to that area. As for the south options, I would prefer option C due to no public transportation going that far south. I usually have to wait to borrow a vehicle if I want to go out to that part of town as I am currently unable to get there via public transportation. I think an open BRT model system would be awesome going further.
- I would favor rail, streetcar, bus (in that order) but only if chosen route can be made financially sustainable (unlike the current downtown streetcar HOP). I think more people would utilize public transportation if light rail or streetcar would be used more throughout the city.”
- As much as I love modernizing, improving Milwaukee and its resources, what is the point investing \$150 million or more if people are not wanting to get back to work? The federal movement has allocated billions and people are now comfortable, so comfortable that, what is the point in this massive investment? At this point just add more buses to the lines and that’s it. It’s the cheapest, easiest and until the people choose to go back to work, there is no reason to invest more than the minimum.
- The Tier 1 Evaluation makes a good case for improved transit along the study corridor. Your Web site lists laudable goals--Mobility, Equity, Access, Economy, Safety, and Environment. I support these goals and hope to see them reflected in the study coverage, the design objectives of the plan, and the eventual operation of the system.

The selection of the BRT mode was due in part to an assumption of capital cost (p. 22) as a major consideration, rather than a life cycle cost analysis. In your write-up, please explain and justify this assumption. Life cycle costs are another way to consider costs and perhaps could be considered in the future. Moreover, there are other costs such as customer satisfaction and retention costs, promotion costs, and other costs having to do with the system’s identity, operation, and branding. People assume that the lowest capital cost indicates a system “costs less” when its life cycle cost could be greater than other choices in the long term.

The consideration for the “Construction of a paved transitway in the rail corridor” (p. 30, p. 26) should be rejected. This construction would be costly and close off future rail transit options along that corridor.

The discussion of capacity (p. 14) lacks some supporting detail and logic. The capacity analysis assumes 5 to 10-minute headways for 21 hours per day. This assumption does not correspond with

The East-West BRT MKE which is reported to be planning 10-minute headways during rush hours. Based on looking at current schedules, the Cleveland HealthLine has headways of approximately 15 minutes peak and 30 minutes off-peak. The Kansas City BRT, MAX, runs every 15-30 minutes weekdays according to their schedules. Madison, WI East-West BRT is planning 15-minute headways during peak according to their materials. It does not seem reasonable to assume 21 hours per day every day with headways of 5 to 10 minutes. You also left out some specific capacity figures that could provide better assumptions. For reference, the Brookville Liberty Modern Streetcars operated by The Hop have a passenger capacity of 34 Seated + 69 Standees = 103. The Nova LFSe+ vehicles chosen for the East-West BRT MKE report a capacity of 41 Seated + 27 Standees = 68. Please recalculate and show the assumptions and logic to arrive at service capacity estimates.

You also fail to provide some perspectives on the experience of riding in vehicles. Vehicles such as The Hop streetcar have large windows that let in natural light and provide a generous seating arrangement for use with seated passengers and can accommodate standees on a flat floor inside the doors. Buses with cavernous, dark interiors because of window advertisements are distressing to ride. You did not do a preference survey for vehicle interiors.

In the section "Consistency with Corridor Character" (p. 19), your evaluation leaves out some important points. Advances in battery technology make it possible for streetcars to operate without overhead wires for some segments of the corridor, as is being done with the operation of The Hop streetcar and others using the Liberty Modern streetcar vehicle. The visual clutter of automobile use and support infrastructure and signage is dominant throughout the corridor, and you do not discuss or recognize this. This visual dominance of automobile infrastructure and its influence on the urban form leads to a bleak landscape that falls far short of the potential of the urban area. I find the visual clutter of automobile dominance distressing and hope that this project can reduce it. Transit service and vehicles can transform and alleviate this visual automobile dominance. You did not do a visual preference survey of the corridor environment.

Where they are necessary to support transit vehicles, I find overhead wires as enabling possible green, emissions-free power and favor them. As a transit rider and resident, I do not find overhead wires unsightly, but I appreciate that they make possible electric-powered vehicles. Overhead wires are common in many areas of the urban environment. Considerations to reject systems with overhead wires because "some people may object" are vague and unsupported by evidence or logic. A poll of users to see if they favor sustainable power sources and a survey of overhead wires already existing in the corridor would be necessary to draw conclusions. Moreover, overhead wires would not be necessary along the full length of the corridor in the case of battery-hybrid streetcars. Further, the logic of rejecting an option because it "may be visually displeasing" (p. 17) would mean that nearly every element of the plan would be rejected. This generalized, unsupported statement about overhead wires has no evidence or logic to support its use in this study.

The variety of urban geography along the route means that segments of the route should take on a more transit-oriented, urban character as transit use and land use develops over time. Therefore, there may be a change in character on some segments of the corridor as demand emerges. The goal should not be to suppress urbanization or transit infrastructure to preserve character. Moreover, the appeal to "character" as a way to reject change implies that change can never happen--using the logic that if some feature or transportation type isn't present, it is out of character, and therefore it cannot be added. Similarly, if character preservation is held as a principle, it implies what is present must always be present and therefore cannot change. This is circular reasoning. This reasoning suppresses growth and change.

The selection of BRT as a mode should now focus the study on the best practices for BRT. The scorecard as indicated on <https://www.itdp.org/library/standards-and-guides/the-bus-rapid-transit-standard/the-scorecard/> is useful. Presenting the next rounds of information and drafts using this scorecard as a framework could help people see the key elements of the plan and how closely the plan, design, and operation follow best practices. In particular, risks should be avoided: <https://www.fareast.mobi/en/brt/risks/BRT-Project-Risks-What-Could-Possibly-Go-Wrong>

- I feel the BRT would work best.
- Please consider the light rail option
- "How is the committee considering the impact of multi-modal connections with the benefits of bus

rapid transit? Will connections to enhanced bike ways be prioritized, for example, in conjunction with bus rapid transit lines?

- Will there be any spurs into downtown? What about existing high density residential areas?
- Since these enhancements are intended to benefit underserved populations, what other measures are being taken to encourage them to leave their cars at home and jump on the bus? Will fares be similar to current bus fares? Is 15 minutes between busses a short enough interval for people to consider the bus more efficient than driving?
- How has the federal infrastructure bill changing the calculus for how and the options available to the county?
- I feel that the tier 1 evaluation prematurely disregarded the rail options as being too expensive or “not conforming” to the corridor especially now given the massive pool of new transit funding coming available with the now-passed infrastructure bill. It seems as if this was the intent from the get-go with the bus alternative having been already selected from the start in the minds of planners here.

With a light rail or the tram option (assuming mostly dedicated right of way) we would see a truly transformational backbone tying together the entire county north-to-south, instead it sounds like we’re going to get a middling BRT-lite with low (i.e. > 15 minutes) frequency that really won’t move the needle on transit here in a meaningful way. Instead of capturing people who choose to use the bus instead of driving it will remain a mode of last resort only for those who cannot drive.

- I disagree that light rail is not consistent with the corridor’s character. The character right now is a loud, smelly, busy road. Adding a light rail would remove many of those loud vehicles and improve the streetscape with improved development. In fact, bus rapid transit, if done, correctly, would have the same impact as light rail. A proper BRT should have protected, separated lanes, large, high-quality stations, and will largely be the same as light rail if not louder.
- While I fully support expansions or additions to transit in Milwaukee County, moving forward with BRT as the sole option is a massive disappointment and another missed opportunity as the feedback from Round 2 was heavily in favor of light rail and tramway options. I completely understand that state-level funding is nonexistent at this time. But if we as a region know that rail-based transit is the best option, we cannot keep kicking that solution down the road for “another day” as quite frankly, there is no such thing as “Another Day” —Trust me, I’ve checked the calendar. With those thoughts stated, I still support this project for BRT as doing nothing to refine or improve our public transit system is unacceptable.
- This is utterly ridiculous and you should all be fired. Do what you did to for us is Wauwatosa and clog traffic, take away parking, stick ugly platforms in front of people’s homes, reduce the number of bus stops making those using the bus to walk further, reduce the number of buses making in less convenient. All to save 7 minutes if you ride the whole route “saving” in less time if you get on somewhere in the middle of the route. The seven minutes saved will be lost to walking more and waiting longer for the bus. Plus all the extra time wasted for others that need to spend time finding and walking between parking spaces further away from their business and houses. Not even to mention all the time of other commuters stuck in traffic in the one lane left for regular traffic.

If you simply removed every other bus stop you would have gained the same 7 minutes. Not that the 7 minutes really matters but that is the only selling point of this as it is the only positive. This whole process is a façade because it will happen no matter what the input is received.

- BRT open to Brown Deer and Bayshore could be useful. I bike from near the brewers Stadium to Thiensville for work so if bike accommodations are on BRT that would be awesome. For 30th St IC pursue ARPA funds for construction, and pursue ARPA funds for commuter rail engineering design
- Don’t bother. MCTS buses suck as they are right now. The website trip planner and bus locator functions don’t work. Drivers fail to stop for passengers at stops, drivers routinely run through red stop lights.... Why would you bother expanding such a poor service??
- MCTS need to have the East/West routes that connect with the Purple run much more frequently than once every 30 to 40 minutes. They should run at least every 20 minutes. Otherwise it’s useless to have BRT on 27th Street.

- I'm not too keen on bus only lanes. Why not use some land along rail lines & pave a 2 Lane for Express Buses? And get rid of the Hop. And not expand light rail. Maybe pave/add an extra lane when possible on some routes w/o taking from car lanes. Tangent. Make bicyclist thru license's pay for there routes so that more money goes toward roads for buses & cars. 35th St corridor make a new paved bus route, not light rail. Thanks for listening.
- A BRT is a much more viable alternative than extending the streetcar
- Thorough evaluation and I agree with the conclusion that BRT is the way to go.
- I think the lack of a rail option really is a missed opportunity. I understand the financial constraints but a rail option could really be transformative for the city and this corridor. I have personally witnessed how light rail/street car systems in Portland, OR have led to an incredible increase in development along/adjacent to the corridor, particularly transit-oriented development. This BRT seems incremental vs transformative. Milwaukee needs to step up and think about advancing beyond the status quo.

## ROUTE OPTIONS

Detailed comments related to route options are listed below:

- Central route would be the most useful to me
- It is interesting to see that the stretch of Hampton and Green Bay Ave are no longer part of this despite that being the current purple line route. I don't have as much expertise or natural interest in the end points here, but it would be worth considering which alternative bus routes would make those connections. For example, many routes already serve Bayshore, so if this project decides to serve Bayshore, would it alter an existing route to no longer serve Bayshore?  
Visually and logically, the north option 1 to Brown Deer looks good, but I'm not sure how many riders would utilize that or if people currently use route 12 to get there. Or if this would mean route 12 would change significantly as a means of not duplicating routes.
- I believe we should identify which option is more in need of transportation or doesn't have an already existing bus route near it. But I would like to see a Bayshore option as I know the current Route 27 ends over there in that area.
- I think it would be best to implement the route from Brown Deer all the way down to Ascension Hospital in Franklin. That allows for some potential smaller routes to branch off to the Franklin industrial park or east to Drexel Town Square.
- The two south options do not make any sense from a ridership or job density perspective and only serve to drive up cost and lower the service frequency for the rest of the route. Terminate service at Drexel and have shuttles servicing the two south options instead.
- The routes are great! This will open up more opportunities to travel quickly by bus from one end of town to the other
- With fewer stops and less reach, North Option #2 just seems like the weaker of the two options. While Bayshore is the northern terminus, where it stops at Bayshore makes it an unattractive and is somewhat dangerous for pedestrians. Unless enough local opposition to North Option #1 effectively stops the route going through Brown Deer, I would otherwise be very disappointed if this option was chosen.

The Central On-Street Segment needs to be a separated bus lane as much as possible throughout this corridor. Too many drivers would carelessly use this lane and needlessly slow down the BRT line if measures to keep them out are not made.

As for a South Option, going to Drexel Town Square makes the most sense as it would loop through a dense residential area. However, why does it need to exit onto Howell Avenue and then turn left on to Drexel? Why not just turn on to Delco Drive and use the stoplights at that intersection? It's a bit shorter and would save a minute or two in transit. On top of that, why does a stop on Northwestern Mutual's campus have to be the Southern turnaround point? Why not just continue onto Ascension Franklin or Drexel Town Square so even more people can access and use the BRT line?

South Option C would only be a good option if there is a park & ride setup at the Ascension Franklin campus. Otherwise, South Option B would be my preferred choice as there is more to do there.

- MCTS needs to make sure that the East/West routes to the Purple route run much more frequently than once every thirty to forty minutes. They should run at least every twenty minutes, otherwise its useless to have BRT on 27th Street.
- I am supportive of as many routes as possible. However, given the lack of density, I like the option that was presented about having every-other-bus go to the end ranges of the potential routes.
- Show how this route relates to existing MCTS route and the W-E BRT. So much is statistic about how many riders and jobs are along the route itself. What about the feeder routes. Not everyone lives within 1/4 of this route and will go to a job on this route.

Think and sell connectivity within the system.

How much time will it save someone to get from A to B on the route, or accessing the route from W-E connection.

- Destinations shouldn't be considered on their own but as an additive to the total value of the network -- providing more options, such as the periodic service to Ascension, Drexel, despite lower population/jobs would still add tremendous overall value to the network and reduce congestion on our streets.
- Hi - thank you for all of your work on this project. I'm very excited to see the route to Brown Deer Village Mall (North Option 1). I realize that part of the challenge of having such a long route is ensuring reliable on time frequency. I encourage as much dedicated lane (preferably median lane) service as possible to ensure that this is a reliable route for riders. I also would encourage this to be highlighted in your outreach as a reason why dedicated lanes would be needed (or at minimum bus bulbs/queue jump lanes).
- Though I realize it's probably beyond the scope of this project - I would note that a possible branch to the Former Northridge Mall might make sense down the road if/when redevelopment happens at the mall given the potential for high density use of the space and fairly high density of residences nearby.
- What kind of Mass Transit route ignores downtown? And why is this line serving Northwestern Mutual and ignoring the airport? This goes against dense urban development planning and will encourage more wasteful single-family homes on the outskirts of the city.

Aside from Bayshore and the retail to the south I don't see any shops or services... wait, hold on that's not retail! That's a cluster of stripmall! Who's going to take the bus to Menards or Lowes or Home Depot!?! Drexel is a nice dense end-point, but it should really be reached via Howell and the airport. That puts you by the MATC and dozens of logistics and manufacturing companies that are lined up south of the airport.

You can't just share ""jobs and residents within 0.5 miles of the line"" like those are guaranteed markets.

- I think routes should be selected to maximize the number of people and jobs served, so I would vote for the Drexel Square route on the south end and Bayshore route on the north end.
- I don't know why you took away the Morgan line. It's a perfect line for people. My son has to walk quite a ways because it's gone z
- I would like to see open BRT routes to both Brown Deer and Franklin Ascension.in both areas, it is hard to get around without a car. luse public transportation daily and i have had problems recently in both areas when getting around. In brown deer, the buses came so infrequently and far away, I had to walk down highways without sidewalks to get where I was going. In Franklin, the bus service doesn't extend far enough so if you need to get there, you end up walking for miles and it takes hours to get to your destination, when if you have a car, it would take minutes.
- All of the endpoint destination options should be explored on a ""real ridership"" basis using some kind of scheduled and on demand connector system. I can imagine a reasonable amount of ridership between the localized end-point destinations which could be a supplemental benefit to the base facility.

- Programs which might have expanded automobile roadway access to these places should be scaled back to right size motorist access to the destinations so the facility is more able to compete. LOS should be expected to decrease or remain the same (presuming car/truck volume does not increase) on roadways serving these destinations.
- I think that the Bayshore route option would be great if we can invest in making Bayshore an attractive transfer point for all of the routes that stop there. This BRT can be great if we can leverage the network benefits it will provide for riders taking more than one route as part of their trip. Being able to connect this to less-frequent but still vital routes like the 63 into Fox Point seems like a great way to do that.

On the south end, since both options have similar populations and jobs, SEWRPC should look at predicted future growth to determine which route option should be chosen. Perhaps Drexel Town Square will spur development and will be a more obvious front-runner in a few years.

- The south end of a BRT option should end in Drexel. It has the most long term potential for other transit connections, as it is along a rail line that could/should see a regional rail system. Plus, many people live in Drexel and the development is growing. Connecting to where people live is an excellent way to actually get ridership on the system.

For a BRT, a northern connection to Bayshore makes sense, but the actual stop in Bayshore needs to be changed. Buses/public transit should not be exiled to the outskirts of Bayshore, as they currently are. Instead, the public transit stops should be in the heart of the Bayshore redevelopment and cars should be blocked from entering. The current Bayshore redevelopment is the prime opportunity to make it an actual livable neighborhood, with space for people and public transit and protection from cars.

Long term, a rail option along the 30th street corridor should go to Brown Deer, but I understand that this may not be the way forward in this project.

- Don't bother. MCTS buses suck as they are right now. The website trip planner and bus locator functions don't work. Drivers fail to stop for passengers at stops, drivers routinely run through red stop lights.... Why would you bo
- Mass transit nowadays should be called Uber or Lyft!!! No need for taxpayer money for additional mass transit when the mass transit we have is unaffordable.

## STATION LOCATIONS

Detailed comments related to station locations are listed below:

- This looks great.
- Was having issues with adding comments to the map on my laptop's browser. Submitting those comments on here instead.

North Option #1 - Brown Deer Village

- The station at Green Bay & Deerwood would greatly benefit from a Park & Ride to attract commuters that would otherwise be driving into Milwaukee. Also having the platform heated during colder months would be another highly attractive benefit for riders of the BRT.
- The Intersection of Teutonia & Bradley is a complete mess to get through. Thankfully, this intersection has a very wide median that could serve a platform in the middle. Hopefully, a BRT station here would be part of a much needed rethinking of a dangerous intersection.
- Teutonia & Good Hope is an intersection that would benefit from placing a BRT station with traffic calming measures.
- Teutonia & Green Tree would be a good spot to make a pedestrian connection to the Oak Leaf Trail just to the East of the BRT station. Bublr Bike stations at or near BRT stations would greatly aide in covering the ""last mile"" gap that transit riders may otherwise have to walk.

#### North Option #2 - Bayshore

- The Bayshore Park & Ride needs to be completely rethought from the ground up. Getting to it requires walkers to cross a rather dangerous road with no traffic calming measures. Putting a BRT station here is the reason to rethink, reimagine, and renew an under utilized park & ride into an outstanding transit center. Otherwise, having BRT stop at Bayshore is a wasted opportunity to bring in more riders to MCTS.
- Making it easy to get to the Oak Leaf Trail must be considered here to help further improve multimodal options for Milwaukee.

#### Central On-Street Segment

- Make as much of this segment a bus only or separated transit lane. Doing so would enable faster travel times and assist it in traffic calming measures.
- Capitol Drive is a very dangerous road to drive on and even worse for those on foot. Traffic calming measures around this BRT stop is an absolute must as transit rides are going to be connection to Red Line MCTS busses.
- 27th & Wisconsin has an opportunity to become a BRT transit hub as riders— particularly those commuting to and from Downtown Milwaukee will be making transfers here. This intersection needs to have permanent traffic calming measures to make this a transit-focused intersection that is safe for everyone.
- Going over the Menomonee Valley, this needs to be a separated bus lane. Right now, it is treated as a drag strip for motorists. But also, a stop on the bridge that reimagines the stairways down to valley as a safe & easy way to get to the businesses below and for Brewers games would make this BRT route highly attractive.
- 27th & Oklahoma would greatly benefit from a BRT platform in the middle of the roadway along with much needed traffic calming measures. South of Oklahoma should all be a dedicated bus lane in the center of the road with platforms in the middle of the road with traffic calming measures.
- Why in the world would you NOT put a BRT station platform at the intersections of 27th & Morgan and 27th & Howard? This would easily space out the stops and are heavily used intersections that would benefit from BRT stops.
- 27th & Layton is a very busy intersection that would strongly benefit from having a BRT platform in the center with traffic calming measures to make it safe and attractive for commuters.
- 27th & Grange can be quite dangerous to cross on a bike or by foot. Even when I'm driving, I'm worried of being hit by another car. I don't even want to imagine how horrifying crossing this intersection would be in a wheelchair or relying on a walker. Putting a BRT station in the middle with traffic calming measures in place would make this an intersection safe for everybody.

#### South Option A

- Why not just make this part of South Option B? Having a stop on the Northwestern Mutual campus makes complete sense. But then turning around and going back North is not necessary there. Have the BRT go to Ascension Franklin or Drexel Town Square so even more people can access and use BRT.

#### South Option B

- Is it necessary for the BRT line to turn onto Howell Ave if there is no stop on Howell? Seems like an unnecessary addition of travel time. Why not save a few minutes turn onto Delco Drive and use the lights at the intersection there?
- Having the BRT platform right in the heart of Drexel Town Square would be a fantastic addition to the young neighborhood.

#### South Option C

- This area would be perfect to add in a park & ride. Reason being is that unless you're going to a medical appointment, this segment of the route would get less use than other options.

- I wonder if it might be worth having a station at S. Layton Boulevard and either Evergreen Ln or Pierce St. Maybe a BRT route is not considered as important for the elderly population that would benefit from this (Park Bluff Apartments and Parkside Apartments). If current ridership from these places would be ok with having a different alternative, I guess this current station map could be ok around that area.

I also wonder about the station location between Forest Home and Lincoln Avenue. Again, I don't have a specific recommendation without access to the data, but it strikes me that this "meet-in-the-middle" location may be a compromise that does not serve connections well for EITHER Lincoln or Forest Home.

- We must make the stations comfortable and safe in ALL weather conditions -- this means heat lamps, lighting, covered stops, and dedicated regular cleanings and maintenance. I also think cameras should be installed at every stop and panic buttons to the police to ensure the highest level of safety and the stops would then become desperately needed safe spaces within each community.
- The interactive map seems to show 30 minute headways for much of the day? If that's true this line is dead in the water as far as considering it quality BRT. Off-peak frequency should be 15 minutes, peak 10 minutes or better, with 20 (MAYBE 30) minute frequencies for late night/early morning hours.

I don't have any issues with the stops although the viaduct stop should consider future connections to commuter rail service operating through there. I do question the wisdom of spending money to service south of Drexel; employers should provide a connecting shuttle service instead given the expense and extra route length lowering service intervals along the entire route.

- Heated stations with charging capabilities would be a great addition on any route.
- Some of the stops seem pretty close, like Hopkins and Highland for example
- Stops look great! Curious about how new stations will be secured from vandalism and damage. I have seen a couple of bus shelters all but destroyed at Layton and National and across from the domes. Simple construction and cost of material replacement / maintenance should be a high priority.
- The station locations overall (mind you I live on the east side so take my observations with more of a grain of salt) seem quite sound and I would lean towards keeping station spacing as far apart as possible so as to keep average bus speeds also as high as possible on the route (otherwise why are we even doing this?). In transit terms this (if run frequently with fast speeds) would basically function as the Milwaukee equivalent of the CTA Red Line L.

Personally I most frequently transit through this corridor around the 27th and Oklahoma stop and would use this route as a north-south spine from which to quickly access major intersecting east-west routes (i.e. along Center, Burleigh, North, Vliet, Lincoln, Oklahoma, etc.) Sidenote: Oklahoma/27th is an absolute horror show as a pedestrian/bike user. This area needs a huge improvement to make it safe for non-motorized users.

I do question how wise it is to service the far south parts of this route (say past Drexel; Drexel Town Square would be a very nice terminus) if it makes any impact to say service headways or takes away from running higher frequencies elsewhere in the system. Given the extreme low density nature of those areas and specific point destinations I think shuttles to/from the nearest BRT stop run either by the municipalities or large employers down there would be a much better use of our very limited resources along with providing a better user experience for transit riders.

Lastly, coordination needs to be made with Bublr in terms of future expansions and station co-location at every possible BRT stop as a last mile solution. I was out riding the East-West BRT route and the lack of Bublr integration really kills the utility of western portions of the line for me. It would be great if I could hop off a BRT bus and ride an electric Bublr to my ultimate nearby destination in an expeditious and direct manner.

- May consider making the station location at 27th and Howard closer to the intersection, or south of Howard to minimize a street crossing for folks going to the Wilson Park or the Recreation Center, which includes Wilson Park Senior Center. Populations served benefit from shorter walking distances (older adults, small children, strollers, etc.)

- BRT should supplement local MCTS busses, not replace them. Riding the BRT line from one end to the other should be comparable to what it would take to drive. If not, it's just another bus. Local buses stop more frequently and should feed the BRT route, which should have fewer stops to achieve shorter route times.
- The potential for bicycle access to stations should be studied through bicycle traffic analysis and surveys. Providing bike and scooter share options within the study area/corridor to see if it affects Purple Line ridership could be considered. The point of this is to assess where users of the facility are coming from. A station might not work well at a major street intersection (like Teutonia and Good Hope) just because it's a big intersection, because people in a neighborhood with viable users just don't want to go there. It might only work if it was a viable transfer point.

Grade separated streets (like Teutonia/Silver Spring) need to be carefully evaluated for pedestrian and bicycle accessibility. Potential riders might be more likely to use two stations closer to neighborhood/workplace street access than one at the grade separated intersection.

Stations should accommodate monitored secure bike parking and entry access to the facility with a bike the rider takes along.

- Looking at this map, it seems the southern end of the route has too few stops while the upper southside has one seemingly every block.
- Don't bother. MCTS buses suck as they are right now. The website trip planner and bus locator functions don't work. Drivers fail to stop for passengers at stops, drivers routinely run through red stop lights.... Why would you bo
- Some of these stops seem very close together and may cause delays versus having stops further apart like a rail option.
- Some stops feel like they might be a bit too far away compared to what the service is now, but I understand why they are placed where they are. I was happy to see Vliet added as a stop on the interactive map, though it is not shown in the image above. I would be interested to see the number of current boardings at Locust (for example) to see if that might warrant an additional stop. I just feel for people who would now have to walk two full city blocks to get to a stop/station compared to the existing purple line service. Every two blocks would still be 1/4 mile apart, which fits the aforementioned criteria.
- Stations must be easy to reach by passengers. All people, particularly the disabled and elderly must have clear, well-marked, and safe access to and from the stations and expected destinations and origins. The success of the transit service depends on this.

Destinations with high walkscore.com ratings are promising locations for transit stops because they provide a good multi-use measure of the transit stop for jobs and other activities.

There should be a deployment of free WiFi to the stations and vehicles.

It is not clear how people will exit the bus and at what station to access jobs in the Menomonee Valley. How will workers get there?

The difficulty of placing BRT stations is that they will be spaced further apart. Dense areas and areas of higher ridership deserve shorter spacing between stations. I would have liked to see more questions about this aspect of the tradeoffs of station placement given to the target audience of the service. For many people who are elderly or disabled, the station placement matters a great deal to their ability to use the system.

The stations should be placed center-running bus lanes throughout the system. These center-running lanes simplify the pedestrian path so that the passenger need only cross half the total number of driving lanes across traffic traveling in only one direction. The center-running lanes present fewer conflicts with cars, less conflict with curb traffic and parked vehicles, and less conflict with cars turning in front of stopped buses. Center shelters can be utilized for people traveling in either direction if one shelter fills up. Center-running bus-only lanes give a strong visual emphasis on the permanence and service of the corridor. There are some great practices <https://nacto.org/publication/transit-street-design-guide/transit-streets/two-way-streets/center-running-transit-street/> and <https://www.boston.com/news/local-news/2021/10/28/mbta-center-running-bus-lane-franklin-park-jackson-square/>.

- My concern with a stop is the nearby Gas Station on 27th Street and Layton Avenue that causes some fumes from the smell which i'm concerned for Buses dropping people off at the stop along with better seating than just those that have plant areas especially during the wintertime when it gets colder out. Also how would people board the BRT who are in Wheelchairs and Power chairs.

## COMMENTS ON BUS-ONLY LANES

Detailed comments related to bus-only lanes are listed below:

- Bus only lanes would make me use transit even more! Removing a bike lane appeals less to me but if it were a bike/bus lane it would be okay.
- In order for it to be BRT, fast and reliable, the whole route needs to have dedicated lanes and signal priority for the buses.
- I am very supportive of a bus-only lane, especially along 27th / Layton Blvd from St. Paul south to at least Greenfield where we have a huge reckless driving problem. Would love to see the boulevard reduced to one traffic lane along the entire Historic Layton Boulevard. I think this would be a wise investment in a highly valuable architectural corridor here in the city.
- I want more dedicated bus lanes and if it works as intended, there will be less need for that parking. Having less parking will also mean people will seek more non-car transportation.

Dedicate bike lanes should not be sacrificed unless they are low traffic, in which case, replacement dedicated lanes should be made on neighboring streets.

- I support bus lanes anywhere and everywhere. From when I've ridden on buses with their own lanes, the psychological difference as a rider is unmatched. It makes you happy to have chosen to ride the bus and is basically a driving billboard for transit to cars stuck in traffic. From what I've read, center-running lanes are the best, so we should pursue that for this project as it is one of our rare opportunities at building good transit in Milwaukee.

While I appreciate the attention paid to bike lanes, I would be open to not providing bike facilities in locations where they would have to share with a bus. Instead, we could invest in bike boulevards that parallel 27th Street in order to allow the buses to travel at their best speeds.

Bus lanes are much more valuable to me than parking. The street is public and we should use it as efficiently as possible. That means using the roads for buses transporting hundreds of people each hour instead of one or two people parking their car and leaving it on the street for hours at a time.

- I am not a current transit rider, but this only became true for the first time in ten years when moving to Milwaukee this summer. The current transit infrastructure is not compatible with my work/life needs. I'm excited for what BRT can bring to our city. In this case, I'm hopeful for a reliable transit option to my office at St Luke's
- The wide shoulder was set aside as a bus / right turn lane when it was designed. Already set and ready to go.

With the focus on bike it would be hard to eliminate the bike lane for BUS ONLY. Keep the share. There are not that many buses and bikes in a give day that it needs to be one or the other. Bus every 20 minutes can get around the random bike.

Removing parking is always an issue for transportation.

Go ahead and convert parking/bike to bus / bike. This is in high residential density areas with limited off street parking. This is a choke point of the system. Residents need to park on the side streets, not in front of their two or three flat housing.

Commerical areas can lose parking, Parking avail on site or on side street. These are small business with walk up customers.

- Anything is on the table. This is one of the busiest and most important transit corridors and making the bus fast and reliable is far more important than single occupancy vehicles. The bus only lanes should be for the whole day and there should be automated enforcement on people obstructing them.

- Dedicated bus lanes are the most important feature of this entire route (for that matter improving conventional routes as well) given their impact on bus speed/performance.
- I increasingly use the MCTS to get to work at the airport. The single factor that makes the biggest impact on my decision to drive versus ride to work is the amount of time it takes to make a trip. I think riders faced with the same choice would find this aspect critical as well. If "Waiting longer in traffic" refers to the cars waiting longer, I am in favor. If the bus waits longer, I am not. As an aside, the biggest reason I do not use bike lanes in Milwaukee is that there is no real separation between cyclists and automotive traffic. Neither my partner nor I will use bike lanes regularly until there is dedicated space for bicycles. I think bike lanes need to be expanded (or moved between the sidewalk and street parking) rather than removed. It seems to me bicycle and bus traffic can compliment each other.
- Converting a bike lane into a share but dedicated bike-bus lane is a fantastic idea provided there is enough room for both road users to maneuver around each other. Bikes would also need more points of egress to turn on and off of the lane, whereas BRT is meant to travel only in one direction.
- I support more bus-dedicated lanes and priority signal use at busy, high-traffic intersections. Madison has several of these signals that allow the bus to enter an intersection at a green light before the rush of traffic, giving the bus a clearer path to the next stop and fewer potential conflicts trying to merge back into traffic.
- **DO NOT REMOVE DEDICATED BIKE LANES.** In fact, if there was a way to add more during this project, that would be ideal!
- I am very supportive of bus-only lanes, and to paint or even physically separate/protect them to indicate they are only for buses.

If this project can help address and reduce reckless driving, that would be great.

I didn't select the removing bike lanes option, but I would be ok with this as long as the 30th Street rail with trail concept moves forward as an alternative for north/south biking.

- Bus only lanes are probably the most critical feature of the BRT here beyond stop spacing, service headways and they should be the #1 priority to all other considerations of ROW use along this corridor. If we don't have the political will (and state financial support) to build what we really need, which is to say fully grade separated LRT in both this N/S and E/W corridors, the next best thing we can do is run buses with fully separated ROW. This is a defining characteristic of actual successful & high performing BRT the world over as opposed to the often built BRT-lite projects America seems preoccupied with wasting their time and money on.

As a person who rides a bicycle as their primary mode of transportation I would be 100% OK with combination bus/bike lanes as long as they're physically separated & protected (this is the absolute key here, paint stripes don't work) from all other surface traffic. If separate protected cycletrack can fit along with dedicated bus lanes this would be the ideal.

For what it's worth, drivers having to wait to turn is a huge benefit to bike/pedestrian safety instead of allowing them to freely turn at 20+ mph across intersecting bike lanes and crosswalks where they frequently maim and kill people.

- Don't bother. MCTS buses suck as they are right now. The website trip planner and bus locator functions don't work. Drivers fail to stop for passengers at stops, drivers routinely run through red stop lights.... Why would you bo
- I support efforts to look at transportation alternatives to private vehicles. The thing I am least in support of is removing bike lanes - I hope that the County and City will work together on this to ensure that there is a safe alternative route for biking.
- Bus-only lanes are key to making this a viable transit option. This needs to be a top priority. Our roads have too many travel lanes for cars, which encourages speeding. Replacing regular lanes with bus-only lanes will curb reckless driving, especially if the lanes have a physical barrier. Ideally, this should be done in tandem with adding protected bike lanes along the same corridor.
- Yay bus only lanes.

- Do whatever is necessary to have dedicated lanes and signal priority throughout the length of the route.
- Dedicated transit lanes are key to this project. Removing any parking spots for dedicated lane should be totally ok. Some businesses are starting to learn, but most businesses still overrate street parking in front of their business. Increasing transit access and pedestrianization is better for businesses in general and that should be stressed as part of this project. Residential parking is a little trickier, but 27th street is not very residential anyways. South of the valley it is very wide with plenty of space for a bus lane. North of the valley is a little trickier, but as much as can be done with a dedicated lane should be. Also, all these buses should have signal priority at intersections to make this project really shine.
- Bus only or shared with bike lanes are only viable if protected / restricted. Paint will not work. Don't create scenario where reckless driving can abuse system
- I'd rather having bike lanes on parallel streets if it means we can have bus-only lanes. I only left paved shoulders unmarked because I worry Ubers and Amazon will otherwise block up the bus lanes. HOWEVER, WE NEED GOOD POLICE ENFORCEMENT ON BUS LANES TO MAKE SURE THEY \*\*STAY\*\* BUS LANES.
- Would trees have to be removed to make space for a bus along the curb? This is a concern.
- Can we plant more trees all along this route as part of the project?
- Do not remove dedicated bike lanes. Bicycles are just as valid of a form of commuting as busing. I support and ride buses but I will be vocally against this project if any bike infrastructure is removed to do so. A shared bus-bike lane is not as safe as a dedicated bike lane.
- The hop what will happen with that? Because a lot of the water mains how old in the replacing how or what strategic plan is being put it's a place? Because the roadways are in great need of repair. The monetary amount needed for all of this to happen where is it coming from? Who is the contractor to get in the work and what kind of jobs are going to be created from this that community that these transportation options serve?
- If you keep all the parking, fewer people will use the bus... It's not a BRT without a dedicated lane and getting rid of parking is a feature not some side effect that needs to be mitigated. Get on the bus!
- Bus-only lanes are a key practice. The Institute for Transportation & Development Policy (itdp.org) states that ""A dedicated right-of-way is vital to ensuring that buses can move quickly and unimpeded by congestion."" Moreover, physical barriers are important to enforce these bus-only lanes.

All efforts must be in place to have bus-only lanes. The width of 27th Street throughout its extent is such that this could be done with positive effects to calm traffic.

The median lanes for operating the bus should be used throughout. Sharing the bus-only lanes with bikes could be done where necessary, as long as a system for bikes to pass stopped buses is in place.

Transit Signal Priority (TSP) methods must be used to reduce BRT delays and reduce conflicts with automobile traffic. Research into TSP methodologies, once the system is deployed, can be used to adjust the signals for best performance. There should be a consideration for how this data collection, research, and methodology development will be done.

- I bike along N27 from North Ave to Silver Spring regularly during spring-fall, and like the striped bike lanes even though it doesn't prevent reckless drivers from passing on right, rather than on left. Removing parking may clear lane for more reckless driving too (on north side). Not as far with South 27th/Layton Ave.
- Bike lanes should be considered and included in this proposal.
- My concerns relate to the conditions of our roadways and the impact of the snow plows Potholes temporary patch streets and water main breaks and you implementing rapid transit and addressing all the above and the budgets And the impact on the taxpayers of the city and state of Wisconsin
- Bicycle facilities are friends to transit facilities. They should be expanded and refined for safe coordination with with them. Existing bicycle lanes on major streets and roads should be protected

because of anticipated automotive lowering of LOS with respect to this facility and specifically because of using bus-only lanes which have the potential to make bicycling more hazardous in proximity to them.

- If possible, it would be great to see median dedicated lanes considered for this project.
- Buses are a hazard - they pull out in front of traffic, they leave their rear ends sticking out and blocking traffic. I haven't seen a ton of people utilizing the bike lane anywhere in the city so a bike/bus lane sounds like an efficient use of the space
- Re: bike lanes. As someone who bikes almost everywhere non-protected lanes are a complete non-starter and I personally would never use them here. So if we're including them IMO they need to be fully protected otherwise they might as well not exist, especially on 27th.
- Center running would make more sense to me, especially given the issues other cities (or local buses here even) have with curb running causing interference & slower trips.
- And shared bus/bike is fine to me As long as it's protected from other vehicles
- Unprotected bike lanes should NOT be considered.
- right turn lanes, they're a deadly hazard to cyclists and pedestrians. Why not eliminate them entirely with the BRT if we have the opportunity
- Has heating been considered? I've used it in Minneapolis and Chicago at their train/bus stops and it can be really helpful in the winter! Protection from wind, though, is still a big help too
- With this project, assuming it goes to Bay Shore really needs to address the current bus setup there
- My problem with > 10 minute intervals is that it makes transit not convenient to use
- Parking on Layton is dangerous and vastly underused already.
- The majority of residents on South Layton Blvd work prefer a single lane road with a Bike Lane. We noticed many streets being converted and noticed it is a safer way of driving. Please consider making a single lane road with bike lane, similar to South 35st between Forest Home and Howard

# DETAILED COMMENTS FROM ROUND 4 OF PUBLIC INVOLVEMENT APPENDIX E

Detailed comments that were received during the fourth round of public involvement are provided in this appendix. During round four of public involvement, feedback was solicited regarding the preliminary draft of the Tier 2 Evaluation report, including the draft recommended alternative. All comments are provided verbatim in the order they were received. The study team responded to questions as applicable.

## COMMENTS

- I'm very pleased to see this plan. It's clear that we don't have the density to support a dedicated rail line yet, but we do need reliable rapid transit.

I was a bit turned off by the fact that "commercial access" included mattress stores, home improvement mega-marts, and bulk buyer stores (i.e: places that require a personal vehicle to take the goods home), but since this is replacing the purple line I understand it's unfair to drop service to the commuters who already use the line.

I am actually most concerned about two components: the sudden loss of dedicated travel lanes between St. Paul and Highland (where they would be most useful), and the suggestion of sharing the lane with bicycles and electric scooters. I'm neither a fan of being stuck behind a bicyclist, nor of a stopped bus forcing a bicycle to weave around it and into the regular traffic lane (though I suppose 13' is enough to prevent that from happening).

As for the central section, I really hope the possibility of acquiring real estate and expanding the roadway was considered, both to improve traffic flow (just one more lane, bro, I swear!) and to widen sidewalks and encourage pedestrian access to what is clearly turning into a county transit hub. Wisconsin and 27th looks like it's got an empty lot and an abandoned corner grocery on two corners... if the neighborhood's going to be reshaped, now's the cheapest time.

- This is only a general comment, as I do not live in the immediate area of the 27th St. proposal and I have only learned about the project via an email two days before the deadline.

The need for physical changes due to reckless driving should have been and should be handled upstream. I believe reckless driving is largely caused by major factors upstream, including these:

1. Breakdown in parents' sense of responsibility for their children's behavior.
2. Breakdown in parents' ability to control their children's behavior because of the ever-growing influence of mass visual media (TV, and now even more strongly, social media) throughout American society (and consequently societies around the world).
3. The policy of allowing violent video games to be used by children and youth, without instruction as to the dangers inherent in the behaviors depicted in the games.
4. Lack of controlled outlets for adolescents' needs for enjoyable physical activities.
5. A sense of purposelessness in people, especially lower-income people, due to a lack of decent jobs at decent pay that require skills other than computer skills, especially jobs requiring large-muscle activities (such as farming/gardening work and auto mechanics) and those requiring a variety of small muscle activities (such as secretarial or TV and appliance repair).
6. Large corporate takeover of most industries, making it more difficult for individuals to start and successfully run their own unique businesses.
7. Centuries of oppression of minorities in America. (See the work of Milwaukee's Reggie Jackson.)

In other words, proposals to reconfigure streets are only band-aids in the greater war to reclaim the dignity and purpose of parenting, work, and life. The root of the problem is not the streets, but rather it's the way we have treated our brothers and sisters of color for most of our nation's history, and it's the atmosphere in which we have been raising (or letting the media raise) our children for decades.

In addition -- and this is a downstream situation -- I have not seen and still do not see a presence of traffic cops in the areas where reckless driving and traffic violations are most prevalent.

- As a Franklin resident who works on the North side (2015-18 Glendale, current Butler/Brown Deer), I am in favor of this routing and plan. Realizing that I am an economically advantaged person, I know that the benefits to economically depressed communities far outweighs my own benefits and feel that this is justifiable. Providing those communities with improved transportation will better their earning potential and access to improved shopping services like full-service grocers.

I would certainly be using this spring-fall to ride a bike to NW/IKEA pickup and then from Hampton/Silver Spring to my employer. Physical benefits too! Make sure there are bike racks.

- The plans seem thorough, reasonable, and relatively affordable. I appreciate the thoughtful consideration that has gone into it, particularly as that relates to the use of green energy.

On a related issue, I am wondering about other parallel lines of travel to the west (e.g., Sherman, 60th, 76th) and to the east (e.g., 6th, 3rd, 1st, KK). Because the streets to the east are narrower in general, I am also wondering about extending the HOP.

- How many spaces available for bikes? Outside? Inside the bus? I've seen vertical hanging bike racks inside transit vehicles in other cities. Can bike repair and air pump stations be put into stops where the bus crosses parkways and designated county bike trails?
- This is going to be a fundamental step in transforming the current state of transportation in the Milwaukee area. Not only am I looking forward to the changes to the bus system, but also the bike infrastructure. Can't wait for the implementation of this project!
- As a former Milwaukee Police Officer, I have been aware of traffic patterns and laws for over a half century. Your report and the details provided are very complete, but much too detailed for the average elderly audience to grasp fully, or in any meaningful way, even if their comments are limited to very specific segments, which I'm sure must be your goal. Good luck with that.

I will limit my comments quite a bit, though most of them are related to decisions already made and implemented at huge costs and investments and through difficult coordination with adjacent city governments. Specifically, they mainly deal with the HIGH-JACKING of vehicular traffic lanes originally planned and built, but recently converted to restricted parking and BICYCLE lanes. I do

understand their intent and purpose, and in an ideal world they are excellent. However, in some cases, particularly where roadways intersect with major intersections, bottlenecks, confusion and delays are inherent. Also, these restricted lanes are used by speeding scofflaws to drive around the safe drivers following your intended plans. As I indicated, the communities have already agreed to move forward with those changes, so I know you cannot reconsider them. Too bad!

My major concern and complaint has to do with the bicyclists, themselves. Any attempt on your part to drive these routes containing cyclists will reveal the overwhelming lack of common sense and the total disregard of traffic laws by those people. I have never been able to understand the policies of the traffic enforcement authorities who have allowed extremely dangerous driving habits to become the “new rules of the road for cyclists” over the past several decades. In actual fact, cyclists are required to follow every rule of the road, and if a cyclist is cited for a moving traffic violation, and when that cyclist has a valid Wisconsin Driver License, points and fines are to be assessed against those infractions. Yet, in virtually every case, those cyclists proceed straight through CONTROLLED intersections without stopping as required, against and through moving motor vehicular traffic. Unfortunately, today’s Bicycle Lanes encourage and enhance the opportunities for these cyclists to participate in such outrageous and dangerous behavior. (I will say, however, that there are relatively VERY FEW cyclists actually using those lanes, which do limit and restrict vehicular traffic flow in lanes originally designed and intended for motor use. A HUGE price to pay for very little re-purposed exclusive use by cyclists. With today’s wholesale conversion of traffic lanes to bike lanes, it doesn’t take much effort to recognize its effect on motor vehicular traffic flow during “rush hour” to keep those lanes open for virtually non-existent cycle traffic.) My feeling here, is that your extensive bike lane planning absolutely DEMANDS coordinated strict enforcement of the State traffic laws, already in place. (By the way, while you are checking the accuracy of my claims, PLEASE make an attempt to educate the violating cyclists of the laws they are routinely and dangerously ignoring. I’m sure that you will share my experiences in doing so, which involve profane and even more dangerous driving by our protected cyclists. A few days ago, I was suddenly cut off by a cyclist entering my through-traffic lane from a side street riding at full tilt through a MOVING line of motor traffic, zig-zagging between and around cars. We were subsequently stopped side-by-side at a traffic light, when I advised the rider that he was subject to all rules of the road and could be cited for any violations, he gave me the “finger salute”, and then drove around the car in front of him (the first car stopped at the light) and without slowing for cross traffic or displaying any regard whatsoever, drove right through the intersection, making a left turn onto the busy cross street.)

Though I doubt that you will follow through with a concerned follow-up and a serious discussion with the Milwaukee Police Department about this type of illegal and extremely dangerous behavior that you are in fact facilitating, I would like to request that you follow up with a detailed report to me of the account of your efforts to put a stop to this. Finish your job. Surprise me!

- WE NEED BRT!

I rode BRT in Kansas City 15 years ago. It was reliable, fast, and dependable. Used by people who have a choice to use bus or not. Public transit is one of Milwaukee’s biggest lacks -- and challenges. I wish we could get this BRT sooner than 2027. Keeping busses clean and safe by MCTS is crucial.

Aiming to curb dangerous driving is a MUST to include. One of the videos is correct, that paint for lane separation will not do the job. Adequate and strong lane separation is crucial.

- Chapter 4:

- In places where dedicated lanes aren’t planned, transit signal priority should be operating at its highest level, reducing wait times for buses as much as possible. In particular, on Teutonia, this is a priority because that segment is in a high-ridership corridor where the trade-off between bus speed and LOS impacts is more beneficial to transit users.

- Vertical lane separation should be implemented on much more of the route. Suburban drivers aren’t any nicer than urban drivers!

Misc.

- Work with the City of Milwaukee and other municipalities along the corridor to develop station area TOD plans

- Specifically in Milwaukee, work with city government to craft a reduced parking overlay zone along

the corridor to support ridership and reduce development costs for new construction along the route

- Be craft in planning how other services will integrate with this route, especially the E/W BRT (for example, station locations and signal timing to allow people to transfer easily) and at other transit centers like Bayshore (by scheduling buses with low frequency to arrive just before and depart just after a BRT bus arrives to, again, makes transfers as easy as possible)

- Can we keep the option with the shared bike and bus lanes instead of getting rid of bike lanes. It would be great to keep connectivity throughout the 27th/Layton corridor the whole way. I don't see a downside.
- I love this plan! Expanding Bus Rapid Transit is an essential step to create a more equitable, sustainable, and vibrant region. Keep up the good work.
- I already see the construction and I support the project. I rely on the transit system and I look forward to using the 27th and Wisconsin Ave stop daily. Thank you!
- I love seeing how much dedicated lanes this project has, which I felt was a short coming of the East West BRT. Has any thought been put into looping route 80 over to Ikea to connect the Drexel town square with the new BRT, or seeing exploring more option south B. Even the current MCTS transit system offers no east west route that far south to cross connect routes. especially since there will be two to three big developments of Drexel now. My only other comment is to try and focus on bike lanes that are separate from travel lanes by a barrier when ever possible. Thank you for this amazing plan which will be a great addition to this city
- I am in support of the recommendation of North Option 2 /South Option A. I am a person with a disability and appreciate level boarding and accessible BRT stations.
- I support the proposal and am glad it is addressing reckless driving, electric bus options, improved transit times and access to an expanded rider community. The analysis and presentation are thoughtful and clearly presented. My only concern is the proposal states 80% of the construction cost will be from Federal Funds. So where will the 20% be funded? Construction costs typically increase and unforeseen challenges arise once a project starts, so what is the cost over run strategy? I hope this project moves forward and meets all the proposal's goals.
- Hello,

I love these plans. Please, please prioritise the lane plans that included dedicated, protected bike lanes. Any opportunity to reduce road size reduces speeds on our streets and the opportunity for reckless driving. Our roads are ridiculously wide, and it is crucial to slim down traffic lanes in order to tame the reckless driving epidemic.

Additionally, the City and County have both neglected their duty to other vehicles that use the road: bicycles, electric bikes, and electric scooters. These transit solutions are crucial for reducing traffic, cutting emissions, and making Milwaukee County a more liveable place. The biggest barrier people face to biking to school, work, the store, etc. are that there are no self-assessed "safe" bike routes to get there. The BRT lines have the opportunity to completely rethink Milwaukee County's traffic patterns.

Please, be courageous and push aggressively for dedicated transit lanes and dedicated bike lanes. We can tackle two birds with one stone using innovative infrastructure solutions. It is crucial. People are dying on Milwaukee County's streets due to reckless driving every single day. We need radical, exciting solutions -- not more of the same status quo.

- This route is solid in the city, although I still question the utility of it running all the way to NWM where we lack even bikeable density. Are we really going to shift suburban commuters out of their cars? I have my doubts unless it offers a similar or better experience to driving (re: rail based rapid transit).

Main points:

1) Physical separation is absolutely critical, and it needs to be hard barriers and not flexposts. Any bike treatments need to run curb side between the bus and sidewalk and be raised or have similarly hard protection from cars.

2) Frequency Frequency Frequency. This is our real opportunity to show the utility of very high frequency transit. 10 minutes should be the absolute maximum headway, with a goal of 6-8. We need transit that we can just show up to and not need to plan trips beyond knowing what routes/transfers a given trip needs.

3) I hope this runs electric buses, maybe even articulated models if ridership demands it. I had the opportunity to ride several electric buses when I was in the Netherlands this summer and have to say that the rider experience was so much better over a conventional diesel or hybrid bus.

- "It would be about 15 minutes faster than the existing Milwaukee County Transit System's PurpleLine, with extended service hours and buses every 10 minutes or less." according to BizTimes. \$150 million to reduce 15 minutes of time seems wasteful. It would seem we could buy additional busses for far less thru MCTS and make things move faster. The addition of bike lanes to 27th is a danger to everyone involved. Do not ruin this vital transportation corridor.
- I like it. Excellent idea.
- This is not needed and will bring more crime and delinquents to the south side from the north side. Kkeep your crime to yourself and cancel this recommendation completely
- Can you make sure you do not take the bus completely cashless? A lot of people use change to get on the bus and that would leave the most vulnerable without transportation.
- I'm excited to see the SE WI region and Milwaukee moving forward with another BRT route. I think this is a big move that will hopefully push us in a more multi-modal direction.

I am disappointed that the north end is recommended to end at Bayshore, but I understand the reasoning. I grew up in Brown Deer and still go there with some regularity, and they could use better connectivity. I would like to see plans to keep future expansions in mind. Continuing from Bayshore, to Brown Deer, and then up to the Mequon Road commercial area and beyond could make this a truly regional system. Seeing potential future expansion and flexibility built into the plan would show that this is meant to grow rather than stagnate.

I'm glad queue jump signals will be used. Being at a red light next to a bus and trying to figure out if I should accelerate or if the bus is going to move into the lane is confusing and stressful. BRT routes should all have consistent queue jumps to simplify the route intersections so all vehicles know what to expect.

This seems like it would be a good opportunity to improve bike facilities, for example improving lanes to a protected lane similar to what's proposed for Walnut. I also hope there will be education around how bikes and buses share a lane. It seems like it would be intimidating for someone on a bike. I've been in a bike lane riding parallel with a bus by a chance of timing, and it was pretty frightening being between traffic and a large bus. Avoiding these conflicts seems more ideal.

Dedicated lanes: what will enforcement look like? Vertical protections can help, but a car could still simply enter the bus lane at an intersection. Ticket revenue for cars driving in a dedicated bus lane should go into a fund for multi-modal projects rather than the police's fund. That way the money can be used to build further improvements and protections, which would have the potential to actually decrease those tickets rather than giving the police department another ticket quota to meet. Is it possible to empower transit drivers to record violators and refer them for tickets?

- Bikeshare stations should be included at every station from the planning phase!
- Reviewing the number of stops as well as the end points of the route this recommended route ignores the sustainable reason for building it. That being connecting workers with jobs. It appears that the focus is on "retail" markets rather than locations of significant numbers of jobs that can provide the number of jobs necessary to provide riders to sustain the BRT. A BRT is supposed to provide RAPID transit to various points along the route. With the large number of stops this "route" is designed to fail. Beginning and ending at retail locations along a route that is saturated with neighborhood retail is designing to fail. No one will ride a BRT to buy a phone or a bookshelf. They will ride to get to work but not at IKEA or Bayshore at less than \$15 per hour. This "study" for a recommendation totally ignores the high paying jobs that are being made available in Franklin and Oak Creek (NOT retail at IKEA or Drexel Town Center) but at the Franklin Corporate Park (approximately 1,000 new jobs), Franklin Business Park (approximately 600 current open jobs) and

the Oak Creek industrial parks. The line needs LESS stops (saves construction and operation costs) and needs to run to 27th and Oakwood (or Elm) for JOBS.

- I like North Option 2 (Bayshore). I am not familiar with the areas to be served at the south end, so I have no opinion.
- I may have missed this but if it's not in here it's worth mentioning. I see some parking will be 'converted' to help make this transition. I see that a 10 minute walk is a 'norm' when plotting benefit within neighborhoods. Is there any plan to provide any all day parking lots for people who may wish to drive in from a further distance to take the bus into downtown? When light-rail was first built in Minneapolis, MN that was an immediate "ah ha" moment AFTER the first line went in. The surrounding neighborhoods near the stations were suddenly filled with people not living in those neighborhoods, which meant less on-street parking for those who lived there. 'If you build it, they will come' proved to be true and had an unanticipated consequence.
- Love the idea! A huge boost for cross-Milwaukee access, particularly for underserved populations like folks living at Mitchell Court or South Lawn public housing. The historic choice of 27th St, especially, symbolically shows Milwaukee is investing in Black-Brown relationships, economies, and futures.
- This is an exceptional great route for BRT. BRT routes in the Twin Cities not only reduced car traffic problems but they also significantly (and positively) impacted investment along their route. We are planning to move to senior housing along the proposed BRT route. This will make living without a car possible. 2027/2028 cannot come soon enough.
- Hello,  

I am very much in favor of this project. I am specifically in favor of converting travel lanes to bus-only lanes in corridors where the existing configuration has 2-3 lanes of travel in each direction. In existing configurations where there are already 4-6 total lanes of traffic as well as parking lanes, I do not think it would be wise to maintain the number of travel lanes and convert the parking lanes to bus-only. I am not concerned about losing parking in most instances, but I am concerned about safety. Maintaining 2-3 lanes of traffic in each direction and converting the parking lane to be a bus-only lane would do nothing to improve pedestrian safety or curb reckless driving. To achieve significant progress in making our roads safer, we need to reduce travel lanes to 1 in each direction wherever possible. Priority must be given to pedestrians, bicyclists, and mass transit. Where possible, I would prefer the following configuration: 1 travel lane (inside; next to median), 1 bus-only lane (in the middle), 1 protected bike lane (outside; closest to sidewalk).
- Thank you for your work on this BRT study, and for this email. I fully support the recommended route, and look forward to seeing this project move forward as expeditiously as possible.

Prepared for:

